

# INCLUSIVE BUSINESS

## KNOWLEDGE SHARING TEMPLATE

*The aim of this template is to collect experiences, projects, policies or initiatives at local, country and regional level related to the promotion of Inclusive Business.*

<b>1. General Information</b>
<b>1.1. G20 Country</b>
Canada
<b>1.2. Project / Initiative / Policy name/title:</b>
Decent Jobs for Egypt's Young People Project
<b>1.3. General objective</b>
<p>Leveraging a blended finance model with the private sector and other donors, this project seeks to improve youth employment opportunities in Egypt. The project aligns with Canada's Feminist International Assistance Policy by fostering growth that works for everyone, particularly young women and men. The project increases young women and men's access to economic opportunities and resources and helps them achieve the economic independence needed as they transition into adulthood.</p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• Increased capacity of Government of Egypt (GOE) officials to implement youth employment policies and programs.</li> <li>• Strengthened technical and administrative capacities of governorate and community partners to deliver youth employment promotion services.</li> <li>• Enhanced employment and entrepreneurial skills for youth and women in four select governorates.</li> </ul>
<b>1.4. Expected results</b> <i>(output-level: number of BoP engaged, jobs created, services delivered, etc.)</i>
<p>Reach 150,000 young women and men through skills and entrepreneurship trainings, business development services and employment services. More specifically:</p> <ul style="list-style-type: none"> <li>• 95,000 young students complete the "Know About Business" entrepreneurship sensitisation trainings course in technical secondary schools &amp; technical colleges and universities.</li> <li>• 6,500 participants graduate from the "Start and Improve Your Business" which offers business development training for small-scale entrepreneurs.</li> <li>• 4,500 youth placed in decent jobs after attending Employment Fairs organised by the project.</li> <li>• 3,150 young women and men apply with innovative social business ideas to the (annual) "Nawah Entrepreneurship Competition".</li> <li>• 1,700 young women and men matched to employers and provided with a work contract after completing the "Training for Employment" programme.</li> <li>• 1,700 women trained on "GET Ahead Entrepreneurship Training for Women"</li> <li>• 1,900 government officials trained on designing, implementing and monitoring effective youth employment policies and programmes in the areas of skills development, green jobs, agriculture, waste management, employment services and value chain development.</li> </ul>
<b>1.5. Intended impact</b> <i>(outcome-level: income generated or increased, health/education/housing improved, etc.)</i>
To increase decent employment opportunities for young women and men in Egypt.

## 2. Legal framework

2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework?

No, but the implementing agency is part of the UN system, which has its own frameworks.

## 3. Implementation

3.1. Implementation level

- Domestic  
 Support of developing and low-income countries (international cooperation)

3.2. Implementing agency (including link)

International Labour Organization – ILO  
 Link: <https://www.ilo.org/global/lang-en/index.htm>

3.3. Direct target group (MNCs, medium or large international or domestic company, SMEs, women, youth, rural/urban communities etc.)

Micro, small and medium enterprises, women, youth, disabled and rural communities in selected governorates.

3.4. Indirect target group (SMEs, women, youth, rural/urban communities, and disabled)

Building capacities of government and non-governorate entities supporting the direct target group.

3.5. Nº of countries involved (if project is Regional/Global)

3.5.1. Project is in Egypt

3.6. Project status

- Under design  
 In progress  
 Completed

3.7. Duration (mm/yyyy – mm/yyyy)

04/2011 – 03/2019

3.8. Brief description of the link with the BoP  
 How does the project / initiative / policy include the BoP? How does it benefit the BoP? How does it define the BoP and its role?

The project is being implemented in the poorest regions of Egypt with highest poverty and unemployment levels with marginalized women, youth and disabled to provide them with skills, including entrepreneurship training and access to finance, for better job opportunities.

3.9. Role of the BoP

- BoP as customer  
 BoP as distributor  
 BoP as retailer  
 BoP as supplier

3.10. Sector (more than one answer possible)

- Agriculture or Food  
 Energy

- Retail, Manufacturing or Consumer Goods  
 Information Communications Technology

<input type="checkbox"/> Health <input checked="" type="checkbox"/> Education <input type="checkbox"/> Water, Sanitation <input type="checkbox"/> Waste Management <input type="checkbox"/> Housing or Construction	(ICT) <input checked="" type="checkbox"/> Financial Services <input checked="" type="checkbox"/> Tourism <input checked="" type="checkbox"/> Cross-sectoral <input type="checkbox"/> Other: _____
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**3.11. Topic** *(more than one answer possible)*  
 (\*) See Annex for definitions

<input checked="" type="checkbox"/> Inclusive business models and strategy <input checked="" type="checkbox"/> Scale <input checked="" type="checkbox"/> Policy and government <input checked="" type="checkbox"/> Finance for inclusive business <input checked="" type="checkbox"/> Corporates in inclusive business <input checked="" type="checkbox"/> Partnerships <input checked="" type="checkbox"/> Environmental impact <input checked="" type="checkbox"/> Gender	<input type="checkbox"/> Results measurement and impact <input type="checkbox"/> "What is IB?" <input type="checkbox"/> Innovation <input type="checkbox"/> Digitalization <input checked="" type="checkbox"/> Capacity building <input type="checkbox"/> Data <input type="checkbox"/> Impact investing <input type="checkbox"/> Other: _____
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**3.12. Main area of intervention / Type of support provided** *(What is the project's/initiative's/policy's focus regarding the main challenges faced by inclusive businesses –more than one answer is possible-)*

<input checked="" type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Rules and regulations <input type="checkbox"/> Information <input checked="" type="checkbox"/> Capacity
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**4. Funding**

**4.1. Origin** *(more than one answer possible)*

<input type="checkbox"/> Government / State-owned enterprise <input type="checkbox"/> Multilateral Development Banks (MDBs) or Development Financial Institutions (DFI) <input checked="" type="checkbox"/> International Organisations (Ios) <input type="checkbox"/> NGO / Foundation <input checked="" type="checkbox"/> Private sector <i>(impact investment fund, private equity fund, venture capital fund, commercial bank, corporation, etc.)</i> <input type="checkbox"/> Other: _____
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**4.2. Brief description of funding** / *(e.g. name of funding institution, type of financing instrument, etc.)*

A grant from the Government of Canada. This project was also able to mobilize blended finance – additional funds from the private sector (Methanex, National Bank of Kuwait) and other donors (USAID, EU, GIZ, UNIDO) to implement activities through strategic partnerships.

<b>4.3. Available funds</b> <i>(optional)</i>	
CAD 15,000,000 from the Government of Canada through a grant arrangement with the ILO (see 4.2).	
<b>4.4. Value of project</b>	
CAD 15,000,000	
<b>4.5. Description of financing/procurement process</b>	
Project uses United Nations standards for procurement.	
<b>5. Monitoring and Evaluation</b>	
<b>5.1.1. Does the project / initiative / policy involve a monitoring process?</b>	<b>5.2.1. Does the project / initiative / policy involve an evaluation process?</b>
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>5.1.2. Brief description</b>	<b>5.2.2. Brief description</b> <i>(specify type of evaluation - process, outcome, impact – and methodology)</i>
The project’s progress is continuously tracked through a monitoring framework with S.M.A.R.T qualitative and quantitative indicators on the output and outcome level.	An independent mid-term evaluation of the project was conducted in 2015 which included interviews and focus group discussions with all stakeholders on the national and sub-national level as well as young people in four governorates. Moreover, an independent end-of-project evaluation will be conducted. ILO’s evaluation team also conduct tracer studies and impact evaluation of selected project components.
<b>5.1.3. Lessons learned and results</b> <i>(if applicable)</i>	<b>5.2.3. Lessons learned and results</b> <i>(if applicable)</i>
<p>The ILO has been particularly effective in engaging the Government of Egypt to roll out pilots (e.g. Ministry of Youth, National Council for Women, Small and Medium Enterprise Development Agency and National Council for Women) and to improve the enabling environment for M/SMEs and entrepreneurship (e.g. developing the National M/SME and Entrepreneurship Strategy, in partnership with Global Affairs Canada and Egypt’s Ministry of Trade and Industry).</p> <p>The project works at both the national level and sub-national level. It has piloted initiatives at the governorate level and then works with national partners for scaling up and institutionalizing the tools, activities and capacity building within the targeted governorates. This approach has been highly effective and used as a model for other projects.</p> <p>The project also uses an integrated public-private partnership approach in the four target governorates, which has proven to be successful. The project continues to ensure maximum outreach and minimal overlapping by effectively collaborating with other ILO projects, sub-</p>	<p>Following 7 (out of 8) years of implementation, the project has reached 140,000 young women and men through skills and entrepreneurship trainings, business development services and employment services. More specifically:</p> <ul style="list-style-type: none"> <li>• 115,000 young students completed the “Know About Business” entrepreneurship sensitisation trainings course in technical secondary schools &amp; technical colleges and universities.</li> <li>• 5,800 participants graduated from the “Start and Improve Your Business” which offers business development training for small-scale entrepreneurs. A tracer study showed that 36% of participants started their own business following the training.</li> <li>• 4,000 youth were placed in decent jobs after attending Employment Fairs organised by the project.</li> <li>• 3,000 young women and men applied with innovative social business ideas to the (annual) “Nawah Entrepreneurship Competition”</li> <li>• 1,300 young women and men were matched to employers and provided with a work contract after completing the “Training for Employment” programme.</li> <li>• 1,000 women have been trained on “GET Ahead</li> </ul>

national organizations, the Government of Canada, and with national and local partners on the ground.

Moreover, the project has developed the technical capacities of over 1,600 government officials on designing, implementing and monitoring effective youth employment policies and programmes in the areas of skills development, green jobs, agriculture, waste management, employment services and value chain development.

The project has supported the Egyptian educational system by integrating a unified entrepreneurship program into 2,000 technical schools with an outreach of 1.6 million students per annum.

Furthermore, the project successfully attracted local CSR contributions, including from AlexBank and the National Bank of Kuwait, to support the scaling-up of selected project initiatives and ensure the sustainability beyond the project's lifespan.

The project has also leveraged support of the Canadian private sector in Egypt, when the Canadian Firm, Methanex, in Damietta made a "Corporate Social Responsibility" grant to use the ILO training modules to promote women's economic empowerment in the Governorate.

Entrepreneurship Training for Women" of which 50% have started their businesses.

For a detailed overview of the results of the Start and Improve Your Business training, one of the project components, please see this tracer study:



Final Version - Egypt Tracer Study.pdf

## 6. Contact Information

### 6.1. Contact Information *(if there is a website of the project/policy/initiative, please include it)*

- **Project website** on the ILO homepage: [https://www.ilo.org/addisababa/technical-cooperation/WCMS\\_329352/lang-en/index.htm](https://www.ilo.org/addisababa/technical-cooperation/WCMS_329352/lang-en/index.htm)
- **ILO Development Cooperation Dashboard:** overview on financial delivery of DJEP from 2011 to 2019, <https://www.ilo.org/DevelopmentCooperationDashboard/#b1niycl>

## 7. Supporting material

*Please provide links to or upload any further supporting materials, including: newspaper articles, case studies, toolkits, photographs, and any other relevant materials to help illustrate the project*

### Videos:

- **Egypt Entrepreneurship Summit 2017**, Hurghada, <https://www.youtube.com/watch?v=kytroYVZDMk>
- **Livelihood Opportunities:** Six years of success in the Egyptian Red Sea governorate, [https://www.ilo.org/addisababa/media-centre/video/WCMS\\_624051/lang-en/index.htm](https://www.ilo.org/addisababa/media-centre/video/WCMS_624051/lang-en/index.htm)
- **Get Ahead for Egyptian Women in Enterprise**, [https://www.ilo.org/addisababa/media-centre/video/WCMS\\_623965/lang-en/index.htm](https://www.ilo.org/addisababa/media-centre/video/WCMS_623965/lang-en/index.htm)
- **ILO Academy on Green Jobs Promotion** in Egypt 2017, [https://www.ilo.org/addisababa/media-centre/video/WCMS\\_624049/lang-en/index.htm](https://www.ilo.org/addisababa/media-centre/video/WCMS_624049/lang-en/index.htm)

### Selected DJEP documentation

- **ILO Impact Story**, DJEP's Biogas Initiative featured in an ILO Impact Story (case study): [https://www.ilo.org/global/about-the-ilo/newsroom/features/WCMS\\_543660/lang-en/index.htm](https://www.ilo.org/global/about-the-ilo/newsroom/features/WCMS_543660/lang-en/index.htm)
- **ILO Impact Story**, Job search clubs run by the ILO gain momentum in Egypt (case study): [https://www.ilo.org/global/about-the-ilo/newsroom/features/WCMS\\_568538/lang-en/index.htm](https://www.ilo.org/global/about-the-ilo/newsroom/features/WCMS_568538/lang-en/index.htm)
- **Press release:** ILO Egypt new partnership to roll-out 'Know About Business' to 1.6 million students, [https://www.ilo.org/addisababa/media-centre/pr/WCMS\\_531492/lang-en/index.htm](https://www.ilo.org/addisababa/media-centre/pr/WCMS_531492/lang-en/index.htm)

- **Event report:** Forum on Evidence and Impact Measurement, What Works in Youth and Women's Employment in MENA? (May 2018), [https://www.ilo.org/employment/areas/youth-employment/WCMS\\_631830/lang--en/index.htm](https://www.ilo.org/employment/areas/youth-employment/WCMS_631830/lang--en/index.htm)
- **Start and Improve Your Business Egypt Tracer Study 2016** (attached) and
- **Start and Improve Your Business Global Tracer Study 2011-15**, [https://www.ilo.org/empent/areas/start-and-improve-your-business/WCMS\\_178124/lang--en/index.htm](https://www.ilo.org/empent/areas/start-and-improve-your-business/WCMS_178124/lang--en/index.htm), including a case study from Egypt (p. 46)

## ANNEX

**BoP as customer:** business models that reach low-income consumers (products, services that target low-income consumers).

**BoP as distributor:** business models that reach low-income distributors (distribution, awareness, market building).

**BoP as supplier:** business models that engage source products from low-income workers and suppliers

**BoP as retailer:** business models that sell goods to the consumer, e.g. at the BoP

**Capacity building:** Lessons learned from capacity building programmes.

**Corporates in inclusive business:** corporate business models that engage the BoP.

**Digitalisation:** impact of digitalisation on business and society.

**Data:** Data and inclusive business. Data and the BoP.

**Environmental impact:** inclusive business models that mitigate or adapt to climate change.

**Finance for inclusive business:** finance for inclusive business, e.g. impact investing, accessing funding.

**Gender:** economic empowerment of women, gender issues.

**Impact investing:** publications from impact investors and about impact investing in general.

**Inclusive business:** Inclusive businesses provide goods, services, and livelihoods on a commercially viable basis, either at scale or scalable, to people living at the base of the economic pyramid (BOP) making them part of the value chain of companies' core business as suppliers, distributors, retailers, or customers. In addition to these commercially inclusive activities, businesses may also pursue broader socially inclusive goals. Inclusive business should promote sustainable development in all its dimensions – economic, social and environmental.

**Inclusive business models and strategy:** business-planning tools, assessment of models.

**Innovation:** Innovative business models, importance of innovation and how to be innovative.

**Partnerships:** business-to-business, business to government, or business to NGO partnerships within inclusive business models.

**Policy and government:** policy issues and ecosystem for IB; resources from or for donors and policymakers; policy recommendations.

**Results measurement and impact:** approaches to measurement of results, findings on results of inclusive businesses.

**Scale:** strategies for scale.

**“What is IB?”** : introductory literature on IB, discourse papers that define IB.