



IDEA
PROGRAMME
Innovation, Development
and Entrepreneurship for All



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

IDEA PROGRAMME

Innovation, Development and Entrepreneurship for All (IDEA) is a UNIDO programme designed to foster an entrepreneurial culture and facilitate integration into the formal economy through a modular and flexible approach. IDEA establishes better socio-economic conditions and the opportunity for people and beneficiaries to support the development of their own communities. The programme helps to encourage people to stay and / or return to their countries, which now offer new economic opportunities.

IDEA's objectives are:

- » To create sustainable jobs in selected sectors/value chains;
- » To foster private sector development through entrepreneurship and the building of a strong, MSME network rooted in the formal sector;
- » To build partnerships to ensure long-term employment and attract investments;
- » To facilitate access to innovative financing schemes/ tools to support MSMEs during their initial development phase to grow in a sustainable manner.

IDEA SERVICES



provides governmental institutions with trainings in their technical field of expertise.



is a mobile hub to raise awareness of entrepreneurship and present new production technologies.



is an online incubator, training and opportunity platform.

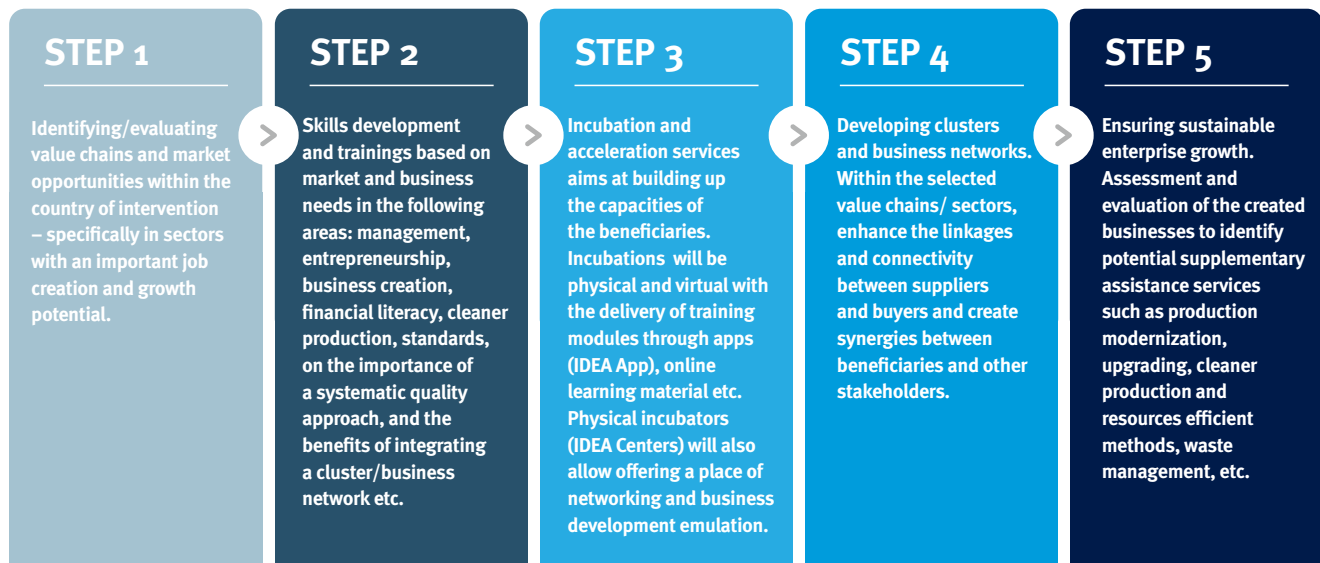


are physical centers for capacity building, exhibitions, and networking.



IDEA APPROACH

IDEA has proven to be a relevant approach in tackling developmental challenges. The programme is based on five modular/ sequential steps, allowing for high adaptability to the needs of beneficiaries and country specific contexts:



The approach also aims to ensure that the government is engaged in providing the necessary incentives to support entrepreneurship endeavours and business creation (favourable tax system, special economic zones, industrial parks, agropoles, etc.)

IDEA IMPACT





“Education today should combine knowledge, life skills and critical thinking”

António Guterres, UN Secretary-General

IDEA TARGET BENEFICIARIES



YOUTH/WOMEN WITH OR
WITHOUT BASIC EDUCATION



YOUTH/WOMEN WITH A
DIPLOMA AND/OR VTC



YOUTH/WOMEN MEMBERS
OF THE DIASPORA



PUBLIC/SUPPORT
INSTITUTIONS



ASSOCIATIONS AND COOPERATIVES
OF (SMALL) PRODUCERS



UNIVERSITIES, VOCATIONAL
TRAINING CENTRES, SCHOOLS, ETC.



MALI

Locations: Gao, Tombouctou

Period: 2015-2017

Partner: UNDP as part of UNPBF

2000 WOMEN EMPOWERED ECONOMICALLY

19 women groups trained in agro-processing & quality management

15 groups equipped

200 women trained in financial literacy, business plan formulation, marketing & entrepreneurial skills

12 women groups trained in improved agro-pastoral techniques

200 women trained in administrative and financial management of associations

45 female trainers trained in effective group dynamic & management

27 women groups funded by mobile banking

961 women successfully developed income generating activities (processing of dairy products, cereals, fruits & vegetables, meat processing)

1 trade fair organized in Gao

1000 YOUTH EMPOWERED ECONOMICALLY

300 youth trained in job skills (horticulture, cattle feeding, mechatronic, metal construction, car mechanics, masonry)

300 youth benefitted from work placement in local companies

64 youth employed in local companies

300 youth trained in entrepreneurship, managerial skills and business plan formulation

82 young peace volunteers trained in economic facilitation, project formulation and management

80 young entrepreneurs financed and supported in the creation of their micro enterprises (horticulture, cattle feeding, mechatronic, metal construction, car mechanics, masonry, agro processing, meat processing, dying industry, retail services)



SENEGAL

Period: 2014-2017

Partner: UNDP, ILO

75 private sector professionals from 27 industry sectors were mobilized for the training and sponsorship of young people

1,517 programme graduates were trained and oriented towards employment or setting up their own businesses

34 percent of program beneficiaries founded a small or mediumsized enterprise, creating 392 jobs (250 women and 142 men)

Ten Cluster Development Agents created structured business networks in industries such as fishing, recycling, green industry and shoemaking

The shoemakers' cluster, which united **500 shoemakers**, forged a **strategic partnership** with Crédit Mutuel du Sénégal, which enabled it to obtain funding of 600 million CFA Francs

IDEA PARTNERS



PUBLIC, NATIONAL,
REGIONAL/INSTITUTIONAL
AGENCIES



DFIs, IFIs, BILATERAL AND
MULTILATERAL DONORS



REGIONAL ECONOMIC
COMMUNITIES AND
COMMISSIONS



UNITED NATIONS
AGENCIES



PRIVATE SECTOR
INSTITUTIONS



NATIONAL AND
MULTINATIONAL
COMPANIES



FINANCIAL INSTITUTIONS,
INCLUDING ALTERNATIVE
ONES AND FINTECHS



UNIVERSITIES, BUSINESS
SCHOOLS, VOCATIONAL
TRAINING CENTRES, ETC.





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