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:

**STEP 1**
Identifying/evaluating value chains and market opportunities within the country of intervention – specifically in sectors with an important job creation and growth potential.

**STEP 2**
Skills development and trainings based on market and business needs in the following areas: management, entrepreneurship, business creation, financial literacy, cleaner production, standards, on the importance of a systematic quality approach, and the benefits of integrating a cluster/business network etc.

**STEP 3**
Incubation and acceleration services aims at building up the capacities of the beneficiaries. Incubations will be physical and virtual with the delivery of training modules through apps (IDEA App), online learning material etc. Physical incubators (IDEA Centers) will also allow offering a place of networking and business development emulation.

**STEP 4**
Developing clusters and business networks. Within the selected value chains/sectors, enhance the linkages and connectivity between suppliers and buyers and create synergies between beneficiaries and other stakeholders.

**STEP 5**
Ensuring sustainable enterprise growth. Assessment and evaluation of the created businesses to identify potential supplementary assistance services such as production modernization, upgrading, cleaner production and resources efficient methods, waste management, etc.

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

01. An inclusive and sustainable socio-economic environment

02. Sustainable jobs that fit markets needs

03. Strengthened formal private sector integrating youth into formal and long term employment

04. Revitalized areas and value chains with a high added value potential

05. Improved living conditions of the local population and/or vulnerable groups

06. The youth contributes to the development of their country and community

07. Raised awareness of producers and operators on green production methods

08. Populations remain in their place of origin through the creation of sustainable employment

IDEA PROGRAMME
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Populations remain in their place of origin through the creation of sustainable employment.
“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  
- **12 women groups** trained in improved agro-pastoral techniques  
- **27 women groups** funded by mobile banking  
- **15 groups** equipped  
- **200 women** trained in financial literacy, business plan formulation, marketing & entrepreneurial skills  
- **200 women** trained in administrative and financial management of associations  
- **961 women** successfully developed income generating activities (processing of dairy products, cereals, fruits & vegetables, meat processing)  
- **45 female trainers** trained in effective group dynamic & management  
- **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** trained in entrepreneurship, managerial skills and business plan formulation  
- **300 youth** benefitted from work placement in local companies  
- **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)  
- **64 youth** employed in local companies

**SENEGAL**

Partner: UNDP, ILO

- **75 private sector professionals** from 27 industry sectors were mobilized for the training and sponsorship of young people  
- **34 percent of program beneficiaries** founded a small or medium-sized enterprise, creating 392 jobs (250 women and 142 men)  
- **1,517 programme graduates** were trained and oriented towards employment or setting up their own businesses  
- **27 women groups** funded by mobile banking  
- **961 women** successfully developed income generating activities (processing of dairy products, cereals, fruits & vegetables, meat processing)  
- **45 female trainers** trained in effective group dynamic & management  
- **1 trade fair** organized in Gao

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.