



Advocacy Initiative for Development (AID)

...transforming lives and communities in Africa!

AID is a 501(c)(3) non-profit organization registered in the State of Washington, U.S.A EIN #: 33-1221581

AID is also registered as a National NGO in Sierra Leone Reg. #: NNGO/266



Notes: AID's Communication on Engagement (COE) for the UN Global Compact Initiative

26th January 2016

A statement by the Founder & President of AID expressing continued support for the UN Global Compact and renewing our organization's ongoing commitment to the initiative.

I am pleased to confirm the Advocacy Initiative for Development's continued support for the ten principles of the UN Global Compact with respect to human rights, labor, environment, and anti-corruption. With this commitment, we express our intent to continue to advance these principles within our scope of influence, and will continually make a clear statement of this commitment to our stakeholders and the general public.

We also renew our pledge to take part in the activities of the UN Global Compact where appropriate and feasible – through, for instance, participation in Country/Local Networks; involvement in specialized initiatives and workstreams; engagement in partnership projects; and reviewing and providing commentary to participating companies on their Communications on Progress.

Sincerely yours,

.....
Mr. Sylvanus Murray
Founder & President

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Websites: www.AdvocacyInitiative.org / www.BusinessDevelopments.org / www.EmpowerAfricanGirls.org

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Sierra Leone: 17 Circular Road, 3rd Floor, Freetown





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During the period under review, our organization successfully implemented a UNDP youth entrepreneurship project (Business Development Services [BDS]) in Sierra Leone, a program which clearly demonstrates practical actions taken by AID to support the UN Global Compact principles and to continually engage with the initiative.

The project report is as follows:

EXECUTIVE SUMMARY

In the face of a weak macro-level job creation, self-employment and small-scale entrepreneurship already represent the vast majority of employment in Sierra Leone. However, running these businesses generate survival-level profit because of several challenges including lack of business management skill, knowledge and complexity in accessing financial services.

As a result of these challenges, the Business Development Service Programme, developed by the United Nations Development Programme (UNDP) and the National Youth Commission (NAYCOM), which aims

at supporting the effort of young people to establish and run an effective enterprise through the Business Development services (BDS) in Western Urban Area by Advocacy Initiative for development AID-SL



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The overall goals of the programme were to improve the availability of business development services to young people, to boost employment and self employment opportunities for young people and to contribute to the promotion of an entrepreneurial culture among young people in Sierra Leone.

For the period under review (2014) a total number of 70 beneficiaries benefited from the services directly. Among the seventy 10 young people were trained in specialised ICT courses.



As part of the package four sites seeing were conducted to help the entrepreneurs have a practical view of how businesses are conducted including factories. In total 43 males and 27 females participated in the program.

Finally all the participant having completed the program were issued certifactes

1. BACKGROUND

The high unemployment rate and poverty of the youth in Sierra Leone has been a social problem. In this region, it is difficult to collaborate effectively in the field of business promotion for small and medium sized enterprises (SMEs), due to inadequate infrastructural facilities and a lack of ICT capacity. This minimizes the opportunities to share information and learn from other experiences. Against this background the Business Development Service was introduced to address the issues of capacity development and create an adequate infrastructure for collaboration.

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This has therefore boosted the employment opportunity of young people through the establishment of BDS Centre Run by Advocacy Initiative for Development. As part of its objective, this service seeks to achieve through an extensive outreach programs the promotion of an entrepreneurial culture among the youth and the wider public and through the publicity around success stories and a mini business planning competition.

1. OBJECTIVES

The specific objectives of the project are:

1. To train young people in entrepreneurship, financial literacy and business related courses
2. Conduct trainings in ICT
3. To conduct site tours
4. Promote the culture of entrepreneurship among young people in the country
5. Certify participants.

2. TRAINING METHODOLOGY

- STORIES AND VISUAL AIDS
- GAMES
- BRAIN STORMING
- GROUP DISCUSSION

The training manuals used are carefully designed Business /entrepreneurship training guides that can be used for all ages irrespective of educational level.

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Due to the number of beneficiaries it was very wisely thought that dividing them into groups would be very necessary. They were therefore divided into four groups. For better learning environment they training were done in shifts.

In addition to the above methodologies the under mentioned were also included.

STORIES AND VISUAL AIDS

It has been discovered through experience working with young people that it is very necessary to share stories of similar concern with beneficiaries. When this was done it was proven to be highly effective as a starting point for discussion. The manuals include images to aid in telling the short stories. These visual aids were used at different points during the training. They are designed to enhance the effectiveness of the stories and to attract their attention and interest of the children. For instance, stories of entrepreneurs displaying products or discussing about their business were illustrated on the chart.

GAMES

Games were used also because they have proven to be excellent tool for team building, introducing new course topics, boosting beneficiary's energy and increasing their concentration. For this reason games were incorporated regularly throughout the training. Some of the longer sessions were divided into parts to indicate natural break, at which point a game was needed to re-energize the beneficiaries. The games also engage the children's attention and interest. The movement and laughter helped them to overcome any nervous feeling, build relationship with each other, and gained confidence in working together. It also introduced the idea of planning ahead when thinking of starting a business.

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GROUP DISCUSSION

Because of the fact young people that participated in the training came from a variety of educational backgrounds. As a result they have varying levels of literacy and numeracy skills. This method was designed in such ways that people who have difficulty with writing and mathematics is not excluded from the opportunity to learn and participate. For instance, for many activities the children were asked to work in small groups. These small groups encourage peer support.

All activities were based on a group size of ten. This size enabled better group discussions while still allowing time for one to –one coaching that was required.

3. **ACTIVITIES AND DURATION OF TRAINING**

From start to finish the training lasted for eight weeks during which the participants were allowed to:

- Complete three sessions per day.

Each session took one to two hours to complete. It was followed by suggested activities that the participants can do in their communities and with their friends before the next session.

The session was spread for eight weeks so that the connection between sessions is maintained.

- REVIEW

At the end of every session the beneficiaries had the opportunity to review what they have learned. For this training, reviewing was a chance for open discussion Instead of facilitators summarizing everything that happened in sessions.

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They simply guide the participants in summarizing the session for themselves. This was achieved by distributing a daily reaction form asking open ended questions such as: What I liked? What I did not like? My suggestions and most important lessons learned today.

4. TRAINING MODULES

In order to meet the desired goals of the beneficiaries..... to know how to start their business idea, and eventually become an entrepreneur, the training activities were summarized into different sessions.

1. **You, your business and the community:** In this session, the participants were asked to think about the type of business they would like to run. They were advised to go to their local market. Here they get the opportunity to observe business owners and identify the skills needed to run a business. They were taught to see how various businesses interact with each other. This helped them re-examine their business ideas based on this larger perspective
2. **Who will buy and who can help:** in this session the participants were exposed to the concept of demand and competition. Here they observe the demand and competition related to their business ideas. They are also encouraged to talk to some business owners. They were also told about business mentors who will provide guidance and support as needed.
3. **Meeting customers' needs:** here customers' relation is discussed. They were taught who their customers will be. Then how to develop strategies for attracting customers to their businesses. The activities involve topics such as business location and understanding customers' needs

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- 4. Living and business cost:** this session introduces living costs and business start-up cost and how to calculate them. The children were first taught how to calculate their living cost by distinguishing between things they need and things they want. They then decide what they would need to buy in order to start their business. They learned the difference between capital cost and operating cost, and discover that adding the two together gives them their business start-up costs.
- 5. Making profit and loss statement:** this session introduces the concept of profit: how to make profit, how to calculate profit, and how profit can be spent. The children and their facilitators work through a variety of scenarios for budgeting and handling profit in order to sustain a successful business.
- 6. Problem solving in business:** this session discussed the connection between success and problem solving skills. The children were taught how to set business goals. The activities in this session explore how factors such as creativity and emotions can influenced their ability to develop solution.
- 7. Business plans for business ideas:** this session reviews all business concepts in different games and stories. The children were taught how to use all their information and calculations to create their business ideas. The session ended with a look into the future and the next steps that that they could take to accomplish their business goals.

Since the training was geared towards training young people to be entrepreneurs the ILO training manuals were used right through the training. These manuals are designed to guide them in their decision making and calculations needed to formulate and assess their business ideas. The intended outcome of these manuals is for each to develop a concept for a feasible business and a sound business idea.

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These manuals are commonly referred to as Start Your Business (SYB) and Improve Your Business (IYB)

There are separate manuals, each one providing information and exercises around a topic. The manuals use an interactive, problem-centered learning approach to small business management, through, for example games and illustration. Business games were also included in the training in order to develop all learning points in the effective way.

The manuals included topics on:

- Generate your business idea
- Starting a small business
- Business plan
- Marketing plan
- Buying basics
- Stock Control Basics
- Record Keeping Basics
- Costing Basics
- Business Planning Basics

Using these manuals for the training was aimed to contribute to the creation of viable small business by enabling the potential entrepreneurs to identify and carry out the steps to start their own business.

Based on the outcomes of the business plan taught, entrepreneurs are able to decide if they should start the proposed new business or if they need to revise their business idea. If they do decide to start their proposed new businesses, the business plan provides guidelines on how to start.

5. MENTORSHIP

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Running a business can be very challenging sometimes. More especially when dealing with people who have had no prior knowledge in business. Because we work mostly with such target group, AID employs a mentorship services in order to couch newly created business as in the case of these present beneficiaries.

For this reason AID provided business mentors whom the participants can trust for support and motivation for the 70 beneficiaries. AID observed that a mentor who has experience in solving business problems can be valuable to them. As such the mentorship was put into phases.

These mentors were assigned to a group of three (3). They guided the participants through the withdrawal stage of their start-up funds on to the procurement of their product. They surely needed advice on how to do the purchasing and also the product being purchased, because this may have direct effect on the selling cost of their products.

The mentors will monitor the progress of the businesses at their business location for a period of time after the businesses are set up.

6. ACHIEVEMENTS

Activities and Achievements

Cumulative total number of individuals reached by the project so far		
Male	Female	Total number of people living with disabilities
43	27	2

Self-assessment of project status (X)			
Stalled	Needs support	On track	Ownership
		X	
Justification for your rating:	Project implementation was successfully completed		

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Issues covered by work done in this period (X)					
Youth participation in governance	Attitudes of youth to employment	Social Cohesion	Youth Leadership	Work experience and skills	Youth health
	X		X	X	X

Progress towards results

Based on the deliverable of the Project the following have been achieved:

1. 70 young people trained in entrepreneurship

Experience over the years as an organization have thopught us that Trained entrepreneurs can be regarded as national assets to be cultivated, motivated and remunerated to the greatest possible extent.

Entrepreneurs can change the way we live and work. If successful, their innovations may improve our standard of living. In short, in addition to creating wealth from their entrepreneurial ventures, they also create jobs and the conditions for a prosperous society.

Support in this area have provided a Path breaking offerings by entrepreneurs, in the form of new goods & services, result in new employment, which can produce a cascading effect or virtuous circle in the economy. The stimulation of related businesses or sectors that support the new venture adds to further economic development. This is the main reason why we pay more premiums in harnessing their potentials of our young entrepreneurs

For the year under review (2014 BDS) a total number of seventy young people were trained in

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entrepreneurship and other business related topic.

2. Trained 10 young people in various courses in ICT

Our ICT industry network and partnerships provide outstanding opportunities to gain qualifications that are recognised around the world. Learn in small groups led by Industry accredited trainers providing them with the support they need to successfully complete the qualification they seek. Industry certifications are integrated into our courses so students gain valuable “two-for-one” qualifications, providing both global recognised industry certification as well as a nationally recognised qualification. All this results in many of our students being offered exciting and well paid roles either while still studying or within months of completing their courses.

3. Printed and distributed 65 posters and information leaflets

4. Prepared jingles and held 6 radio discussion programs on business advice and importance of the program.

Advocacy Initiative for Development (AID-SL) attaches great importance to communicating with its stakeholders, the public and the media. We provide information to the public in a timely manner, outlining the development of any incident including the situation as it arises.

In 2014 we prepared, printed and distributed 65 information leaflets and posters with relevant information to the public. The aim is to provide accurate and timely information to the public. This information will be in one of two forms. It will be either:

- ✓ what the public needs to know, such as time for application, deadlines, interviews etc. also jingles are been prepared in order to give a clear understanding of the BDS programs and the relevance of entrepreneurship

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Major announcements and development of the situation which are of concern to the public as well as hosting both Radio and TV discussion programs

5. **Conducted 4 business site tours for entrepreneurs to see and ask business owners pertinent questions.**

6. **In total 43 males and 27 females were part of the training**

7. CHALLENGES:

- Late disbursement of fund still remains a major challenge.
- The program has become well known as a result of the extensive media coverage, yearly the number of interested young people is on the increase which we can't cater for.
- The Ebola outbreak slowed down activities at the centre but measures were put in place to prevent any problem.

8. LESSONS LEARNED:

- With the inclusion of games, stories and visuals aid in every session, the participant's attention and interest were highly motivated thereby allowing openness, inclusiveness, and appreciation.

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- One good thing we learned was that Young women have more interest in business than men. Therefore more chances would be giving to them right from the recruitment stage.
- The extensive use of media outreach help in the better understanding of the BDS program. This therefore reduced the work load on us at the centre as the general public benefited indirectly from our radio and TV discussions as well as Jingles. Despite the influx, the public was already aware of some of the answers to the many questions that were frequently asked.

9 WAY FORWARD

Job Placement and apprenticeship – AID is looking forward to make Job placement a priority for the next phase of the BDS implementation. We have found out that there could be a whole lot of potential for some participants. Opportunities exist where young people learn not only skills to start their own business, but skills that can be applied to any business. Sometimes the missing link is the requisite trade or vocational skills. A programmatic element that linked young people with BDS skills training with tradespeople lacking such skills but with expertise in trade has potential not just to expand current business, but sow seeds for future business development.

Site tours –It is recommended that out-of-classroom exposure to business could be a beneficial element to add to the training. Visiting existing businesses in the locality and meeting with business owners should be taken forward.

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Most Significant Change (MSC)

Two stories of change:

Story 1

1) Name and Contact Details of the Contributor:

SARIATU KAMARA

90 LUMLEY ROAD WILBERFORCE

088-872747

2) Gender of the Contributor: Female

3) The Story of Change:

Question: In your opinion—during the last three months—what was the most significant change in your life as a result of the project?

"My name is Sariatu Kamara and I own this Hair Dressing and Beauty Saloon. I have been running it for three years all by myself. In order to maintain this business running till date I used to loan money from a friend which I have plenty of problems paying back. Today relationship with that friend has shattered.

One day I was listening to the radio when I had a jingle about an organization called AID-SL providing business training and support to young people. The next day I went to secure a form at the BDS center at the commission basement National Stadium swimming pool. Fortunately I was called for interview and eventually, accepted for the training. From the training I realized that I needed to track my clients by having their contacts numbers and reach them when they don't come for services after a while. This technique helped me to build on my customer relationship again and I started making more profit with my financial management skills that I got from the training. I no longer take loan but instead keep track records of my income and expenses and also save some of my profit in the bank. Today I am proud to say I have changed the facelift of my business and also employed more hairdressers.

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I very much appreciate this opportunity. This training was not only an eye opener for me but a blessing to the staff that I employed; because these ladies were among those vulnerable ladies in our community. Also I have given a raise to the staff that I already had so that I can motivate them further."

4) **Why is this Story of Change Significant to the Storyteller:**

- ✓ Customers relation was improved
- ✓ All financial transactions were recorded
- ✓ Business was face lifted and gained more attraction
- ✓ Stopped taking loan and relied on the business training and advise

5) Story Title/Headline: A Turning Point in my life

6) Consent to Use the Story: **YES** / NO

7) Consent to Publish the Story: **YES** / NO

8) Consent to Use Name of the Storyteller: **YES** / NO

9) Consent to Use the Names of Third Parties Mentioned: **YES** / NO

10) Which Domain Does the Story Fit Into:

- Changes In Youth's Participation In Decision-Making
- **Changes In Perceptions Of Youth**
- **Changes In People's Living Standards**
- **Changes In People's Employment Status**
- **Other Changes Brought About By The Project (Positive/Negative)**

11) **Lessons to be Drawn from the Story includes:**

- Firm decision making procedures and proper record keeping is key in transforming a business. This will also lead to improved living standard Create job opportunities for others as result of growth in the business.

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12) Name and Contact Details of the 'Story Collector':

NAME: David Bangura

Phone Number: +232-77-546387/+232-76-907016

13) Reporting Period: At the End of Project

14) Method of Selection:

All the participants were duly briefed and giving the same chances to talk about the impact of the training and the significant change it has brought in their lives. 7 stories were collected and a decision was reached by a select committee of five (two beneficiaries and three AID-SL staff) from the list two stories were selected one female and one male.

Most Significant Change Story 2

1) Name and Contact Details of the Contributor:

NAME: JOSEPH KHAMA

ADDRESS; 33 MAIN MOTOR ROAD BROOK FIELDS

MOBILE +232-76-898519

2) Gender of the Contributor: Male

3) The Story of Change:

Question: In your opinion—during the last three months—what was the most significant change in your life as a result of the project?'

"I operate a barbing shop. I have been engaged in this business for three years now. With this business I took care of myself and my kids but it has not been easy to a very large extent. Interestingly, I never knew what the problem was.

Email: info@advocacyinitiative.org / Phone: +1 646 610 3107 | +1 469 528 5740

Websites: www.AdvocacyInitiative.org / www.BusinessDevelopments.org / www.EmpowerAfricanGirls.org

Address: U.S.A: 18880 Marsh Lane, Apt # 3122, Dallas, Texas, 75287

Sierra Leone: 17 Circular Road, 3rd Floor, Freetown





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Notes: AID’s Communication on Engagement (COE) for the UN Global Compact Initiative

One day I saw poster about a BDS center at the Youth Commission Basement Swimming Pool. The information was about a programme that trains youth and business owners how to operate a business and become successful entrepreneurs. I visited the center enquired and secured a form. I filled in the form and was fortunate to be selected.

During the training, I was thought subjects like Financial Management, Business Management, Entrepreneurship, and Business Facilitation Services. The training was simple because it was full of games and demonstration. It was fun

After the training I decided to institute my training idea into the business. Today I am happy to say that I now have a bank account and reasonable savings. I have workers on pay roll and my clientele has grown. It was only after the training I realized that I needed to keep records of daily sales, my expenses and profit. The training changed the business and my status entirely. I know that in space of a year I can create a lot of changes in my business.

The training did not just change my business operations but also my customers care orientation. I now have more customers within and outside the community. I hope this office will continue to provide programmes or give more support so I can continue this business.”

4) Why is this Story of Change Significant to the Storyteller:

- ✓ Because he was able to Operate a bank account with a reasonable savings
- ✓ Business and status transformed
- ✓ Staff were placed on pay roll rather than just tips

5) Story Title/Headline: The Change I Experience

6) Consent to Use the Story: YES / NO

7) Consent to Publish the Story: YES / NO

8) Consent to Use Name of the Storyteller: YES / NO

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9) Consent to Use the Names of Third Parties Mentioned: **YES** / NO

10) Which Domain Does the Story Fit Into:

- Changes In Youth's Participation In Decision-Making
- Changes In Perceptions Of Youth
- Changes In People's Living Standards
- Changes In People's Employment Status
- Other Changes Brought About By The Project (Positive/Negative)

11) Lessons to be Drawn from the Story includes:

- Realizing a given opportunity and make the best out of it
- Application of skills learnt

12) Name and Contact Details of the 'Story Collector':

NAME: David Bangura

Phone Number: +232-77-546387/+232-76-907016

13) Reporting Period: End of Project

14) Describe the Method of Selection:

All the participants were duly briefed and giving the same chances to talk about the impact of the training and the significant change it has brought in their lives. 7 stories were collected and a decision was reached by a select committee of five (two beneficiaries and three AID-SL staff) from the list two stories were selected one female and one male.

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10. Financial Report

STATEMENT OF OPERATION FOR THE YEAR ENDED 31ST DECEMBER 2015

	Current Year (2015)	Previous Year (2014)
Revenues	US\$	US\$
United Nations Development Programme (UNDP) Sierra Leone	10,000.00	10,000.00
Foundation Grants	45,000.00	25,000.00
Fees for Services	5,000.00	2,000.00
Fundraising Events	15,000.00	5,000.00
Total Revenue	75,000.00	42,000.00
Expenditures	US\$	US\$
Salaries & Benefits	16,000.00	10,000.00
Office Rent & Utilities	4,000.00	3,000.00
Equipments	15,500.00	3,000.00
Equipment Rentals	1,000.00	2,500.00
Outreach Events & Training Workshop	30,000.00	20,000.00
National & International Travels	5,000.00	2,000.00
Total Expenditure	71,500.00	40,500.00
Excess of Revenues over Expenditures	3,500.00	1,500.00

	Name	Date
Report prepared by:	David Bangura	25 th January 2016

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