

# Workstream 3: Boosting Entrepreneurial Skills and Opportunities

## Co-creation virtual workshop Meeting Report

### Participants:

- Co-chairs: GAME, IKEA Foundation
- Generation Unlimited
- Other partners: World Bank, World Economic Forum, MasterCard Foundation, Rockefeller Foundation, Wadhvani Foundation, Co-Impact, ADB, Bill and Melinda Gates Foundation, Delta Philanthropies - Higher Life Foundation, Ferd Social Entrepreneurs, Entrepreneurship Policy Advisors, Educate!, Aflatoun, Goodwall, Tony Elumelu Foundation, Africa Digital Media Foundation

### Objectives:

- Share common understanding of the **vision and overall strategy** for Workstream 3 amongst partners
- Agree on common priorities and **commitment levels** around youth entrepreneurship
- Accelerate the participants' **development and delivery of impactful youth entrepreneurship programs**

**Moderators** of the workshop and **GenU Technical Leads** on boosting entrepreneurial skills and opportunities:

- Urmila Sarkar – Senior Adviser of Planning and Programmes, and
- Hana Sahatqija – Youth Engagement Specialist

### Agenda

Time	Theme	Speakers
9:00 to 09:05	Welcome and Overview of objectives Welcome remarks	All partners Presenter: <i>Roberto Benes</i> – Director, Generation Unlimited  Moderator: <i>Urmila Sarkar</i> , Senior Adviser, Programmes
09:05 to 09:15	<b>Setting the scene</b> on Workstream 3: Boosting Entrepreneurial Skills and Opportunities High level overview of Workstream 3 - Vision and strategic direction	Presenters: <i>Ravi Venkatesan</i> , UNICEF Special Representative for Young People and Innovation, and Founder of GAME and <i>Per Heggenes</i> – CEO, IKEA Foundation
09:15 to 10:05	Scale-up Ecosystem Framework and Scalerator® Dan Isenberg – Scale-up Ecosystem framework  <b>Presentations of entrepreneurship models from partners</b> - GAME – Madan Padaki - Educate! – Boris Bulayev  Moderated Q&A	Presenter: <i>Dan Isenberg</i> – CEO, Entrepreneurship Policy Advisors  Presenters: <i>Madan Padaki</i> – Co-Founder, GAME and <i>Boris Bulayev</i> – CEO and Co-Founder, Educate!  All participants

10:05 to 10:45	Group 1: Funders Group	Group 2: Practitioners Group	All participants  Moderator: <i>Hana Sahatqija</i> – Youth Engagement Specialist
10:45 to 11:00	Agreements and way forward - <b>Conclusion</b>		Presenters: <i>Per Heggenes</i> – CEO, IKEA Foundation, <i>Kevin Frey</i> – Incoming CEO of Generation Unlimited

## Meeting Report

### Welcoming remarks by Roberto Benes

- Work stream 3 is one of the four pillars of the strategic thematic focuses of GenU: (1) Connecting every school and learner to the internet, (2) Scaling-up online/remote learning, skilling and livelihood platforms, (3) **boosting entrepreneurial skills and opportunities** and (4) youth as change-makers. This workstream aims to support the development of entrepreneurial mindsets and skills amongst young people through entrepreneurship education while also supporting the creation of sustainable entrepreneurship ecosystems.

### Setting the scene on Workstream 3: Boosting Entrepreneurial Skills and Opportunities

#### High level overview of Workstream 3 by Ravi Venkatesan

- Job creation and employment have been an issue for many countries, even pre-COVID, and now they have been massively exacerbated by the pandemic.
- Seed, soil and climate are necessary when developing entrepreneurial ecosystems.
  - o **Seed:** are the young people with the right entrepreneurial skills, culture, and mindset
  - o **Soil:** infrastructure (digital connectivity, access to market and credit),
  - o **Climate:** regulatory markets (how easy or difficult is it to run a market, restrict corruption, etc.)
- Positive steps in the right direction have been taken by partners who have taken entrepreneurship curricula to formal education systems.
- *The desired outcome for this webinar is the identification of 4 or 5 proven solutions which can be translated into 10 education systems as well as the development of holistic entrepreneurship ecosystems in 3 countries.*

#### Scale-up Ecosystem Framework and Scalerator® by Dan Isenberg

- Please access [Powerpoint deck here](#) for more information.

#### Presentations of entrepreneurship models from partners

- *Global Alliance for Mass Entrepreneurship by Madan Padaki*
  - o Please access [Powerpoint deck here](#) for more information.
- *Educate! by Boris Buyalev*
  - o Please access [Powerpoint deck here](#) for more information.

## Key points raised during Q&A

- The World Bank currently has about 2,000 projects that focus on youth employment thus, there is a clear focus on youth employment and entrepreneurship for the World Bank.
- Goodwall is a next-generation social enterprise and a community for students and professionals that connects on shared interests, showcase themselves and discover learning and earning opportunities. This is done through weekly challenges (SharkTank meets TikTok!).
- Stakeholders in the youth entrepreneurship space need to better understand the environment and ecosystem in which young people establish their enterprises and what works to overcome the constraints they face.
- In terms of green entrepreneurship, the question is how to establish entrepreneurship models that leverage green energy technologies for strategic growth and how to link them, especially in rural contexts.
- To create sustainable ecosystems, leadership is necessary but it does not always have to be public leadership – it can come from the private sector as well.

## Group 1: Funders Group

**Moderator:** Daniel Isenberg

The discussion evolved around the following questions: *There are a handful of robust solutions to promote entrepreneurship skills and mindset including UPSHIFT, Educate!, Aflatoun among others, and we are looking into about 10 countries which the environment seems right to establish the entrepreneurial ecosystem. Do these priorities fit your plans and mission? If it isn't a direct fit, what advice would you share to align and seek areas to join hands?*

- How are your funding priorities changing as a result of the COVID-19 pandemic?
  - World Bank's approach is to lend fund to states and hence in order to get to scale, we need to work with governments. We also provide grant which gives more control over the purpose yet this is a much smaller portfolio than loans
  - The Rockefeller Foundation has made a significant commitment to scale up green jobs and ensure inclusive recovery from COVID by building the infrastructure for the future through renewable energy.
- Do you see potential involvement in GenU's Workstream 3 and how?
  - Areas that the World Bank can potentially support are: work through country teams to discuss potential synergies with their portfolios and priorities; support facilitating conversations with World Bank country teams to broker partnerships and buy-in from country teams as well as governments as a necessary step towards scaling up through the World Bank financing structure.
  - Co-Impact is especially interested in the research, evidence, and data aspects of the workstream on boosting entrepreneurial skills and opportunities.
  - The Rockefeller Foundation has the technical expertise in energy, how to stimulate the entrepreneurship ecosystem around it, and how SMEs can carry forward this agenda through the GenU platform.
  - Ikea Foundation sees this partnership platform as a useful knowledge exchange avenue and sharing of best practices in the field.
  - MasterCard Foundation sees alignment on the thematic focus of the workstream and a number of opportunities for collaboration, particularly on bringing results to scale in Sub-Saharan Africa.

- Wadhvani Foundation is eager to engage with partners who can benefit from programmes on youth entrepreneurship and other organizations who need funding support, if they have solutions with track record.

## Group 2: Practitioners Group

**Moderator:** Hana Sahatqija

The discussion evolved around following questions: *One of the key elements that we are looking at is how can we accelerate radical scale up of promising and impactful entrepreneurial solutions to be able to achieve efficient and effective scale. In the experience of the participants as practitioners in the field, we would like to know what are the key barriers that would unlock accelerated scale-up of entrepreneurial interventions and how we can mitigate such barriers.*

- What are some of the needs and challenges organizations in the entrepreneurship space are facing in the post COVID-19 world?
  - Aflatoun sees emotional and psychological support to keep the entrepreneurs motivated amidst the pandemic as a key barrier. Additionally, the shift to online operations has been very challenging for entrepreneurs but also large companies themselves. Gradual transition is weighing on the process.
  - In Goodwall's experience, few entrepreneurs succeed at creating growth companies that employ others. The entrepreneurial mindset and transferable skills therefore are critical
  - Educate! also sees capacity building on entrepreneurship education within the system (training of teachers/inspectors/facilitators, etc) as a challenging component because of the costs associated with it.
  - Africa Digital Media Foundation sees access to early stage finance and risk capital as a challenge for young entrepreneurs. There is a lot of pressure to replicate the silicon valley model, however we have seen time and again that a localized and contextualized approach towards mass entrepreneurship space is crucial
  - MasterCard Foundation's experience shows that risk aversion from young people is a key element that needs to be tackled. We need to start early in the process in providing "a package" of interventions in developing countries that also focus on empowerment, psychological support, and resilience.
  - Developing a systematic approach on building young entrepreneurs' capacity to adequately use funds.
- How can we match these needs and gaps with the partners that have the resources, expertise, and networks?

Some of the emerging suggestions based on conversations in the group were the following:

- Partners and investors in this workstream need to not only look at scalable models but also sustainably scalable models.
- It is important to have multiple initiatives in one country to target the different gaps in the system.
- The added value of good initiatives is advocacy, content development and contextualization, capacity building and research, participatory M&E.
- Political commitment is crucial in targeting challenges faced by young entrepreneurs however, when it comes to entrepreneurship education, special focus needs to be put in teachers, that have to be on board with the initiatives, thus we need to create demand for such interventions.

- There needs to be a good model for collaboration – there is an enormous opportunity for collaboration within the partners of this workshop. Thus, there is a need to enhance understanding on what are the levers that unlock this potential and the public good assets we need to create.
- One of the opportunities is to combine agendas as entrepreneurship is an area that cut across some agendas that partners already have i.e. energy, gender, equity etc.
- We have a mini-marketplace here and the coordination can be strengthened to enhance efficiency. These kinds of conversations should be translated into transactions.

### Final words by Per Heggnes

- This workshop is the start of a market place for entrepreneurship collaboration and a platform encouraging people to engage and support youth entrepreneurship. It is the right step towards identifying great practices and ensuring GenU can scale based on evidence.

### Conclusion by Kevin Frey

- In order for entrepreneurship to thrive, we need to work on individuals, young people, on skilling, mindset, know-how, and mentorship, and in the meantime, we also learned we need to work on the context side, regulatory environment, cultural norms, catalytic capital etc. This leads to the systematic approach we are looking at to promote the ecosystem.
- I see a big coordination exercise ahead to understand how can GenU serve as a platform bringing together different interventions and bringing added value to funders through a coordinated package of solutions with multiplying effects.