

PARTNERS FOR CHANGE

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# SKILLS AND ENTREPRENEURSHIP

SUB-SAHARAN AFRICA



# PARTNERS FOR CHANGE

The British Council works with governments, businesses, training and higher education institutions, international donors and civil society organisations to improve skills, encourage entrepreneurship and promote social enterprise across Sub-Saharan Africa. From supporting curriculum reform and institutional changes, to sharing international best practice, to equipping young people with the skills to get a job or start a business, we work to improve the employment prospects of young Africans and ensure skills systems meet the needs of employers and industries.

## OUR WORK

### IMPROVING EMPLOYABILITY SKILLS

We encourage close links between the education sector, employers and policy makers to enhance the employability of young people. We commission research that informs **policy reform** and improves the quality of public and private skills systems. We also look at how **professional development** and networks can be improved to address skills gaps and better meet industry needs.

### ENCOURAGING ENTREPRENEURSHIP

We work with partners to design innovative ways to **encourage young people** to think about entrepreneurship as an employment option. By giving young entrepreneurs access to local and international networks that can provide training, business consulting and mentoring, we help them reach their potential in business.

### PROMOTING SOCIAL ENTERPRISE

We encourage young entrepreneurs to consider **social challenges**, by conducting research and organising policy dialogues and public awareness activities to promote social enterprise.

### STRENGTHENING THE CAPACITY OF INSTITUTIONS

We work with partners and governments to strengthen the capacity of training institutions and professional networks tasked with promoting entrepreneurship. We help broker international partnerships and manage institutional linking programmes.

## OUR APPROACH

We work collaboratively with governments, employers, professional networks, training institutions and other partners to develop solutions that are aligned with national policies and plans and that support and develop existing processes. Through our global network, we have access to the very latest expertise and practices, which we build into programmes to improve youth employment in the countries we work in.

### ENTREPRENEURIAL AFRICA

A quarter of young people in Africa are out of work and not in education. Working with young Africans to improve skills, encourage entrepreneurship and promote social enterprise can help to address some of the continent's development challenges.





## OUR TRACK RECORD

### RESEARCH AND POLICY

#### **Universities, Employability and Inclusive Development Research and Advocacy Project**

We are working with the Institute of Education at the University of London on research that will provide policy makers with compelling evidence on how they can build stronger links between the higher education sector and the labour market. These links will be imperative to ensure young graduates have the skills that can generate the growth Africa needs to release its potential. The study is involving policy makers, employers, university

managers and students in Ghana, Nigeria, Kenya, South Africa and the UK. (2012–15)

#### **Skills for employability**

We work to develop high-quality vocational and higher technical education and training, professional education and enterprise skills training to better meet the needs of industry and help young people to prosper. Working with the Department of Higher Education and Training in South Africa we have helped to establish **an Association of Colleges for South Africa** and are facilitating direct **partnerships** between South African colleges and colleges in

the UK to strengthen curriculum design, lecturer professional development and employer engagement. A **policy dialogue and a ministerial roundtable discussion** have also been held with UK companies operating in South Africa, and a partnership agreement has been signed with the National Business Initiative, an organisation supported by **over 100** businesses operating in South Africa, to establish a network of like-minded and mutually supportive organisations.

**VALUE:** £209,000

**LIFECYCLE:** 2009–15



## OUR TRACK RECORD

# PROFESSIONAL DEVELOPMENT

### Scholarships to address skills gaps and fulfil market needs

In partnership with leading oil and gas companies, we work to address skills gaps in Sub-Saharan Africa by providing scholarships for vocational studies, technical training and postgraduate degrees in the UK.

With **Tullow Oil** we offer scholarships to individuals in Ethiopia, Ghana, Kenya, Ivory Coast and Uganda. Since the partnership began in 2011, the scheme has grown from supporting 24 students in Ghana, to supporting 110 students from 11 countries worldwide. Phase two of the partnership was launched in 2014. (Phase 1: 2011–13; Phase 2: 2014–16)

In Nigeria, we partner with **Nigeria Liquefied Natural Gas Ltd** to offer a postgraduate scholarship scheme for students to study at universities in the UK. The scheme supported ten students in 2013. (£775,000, 2012–15)

In Tanzania, we work with **British Gas** to support 34 scholars to study in UK universities. (£1.5 million, 2013–17)



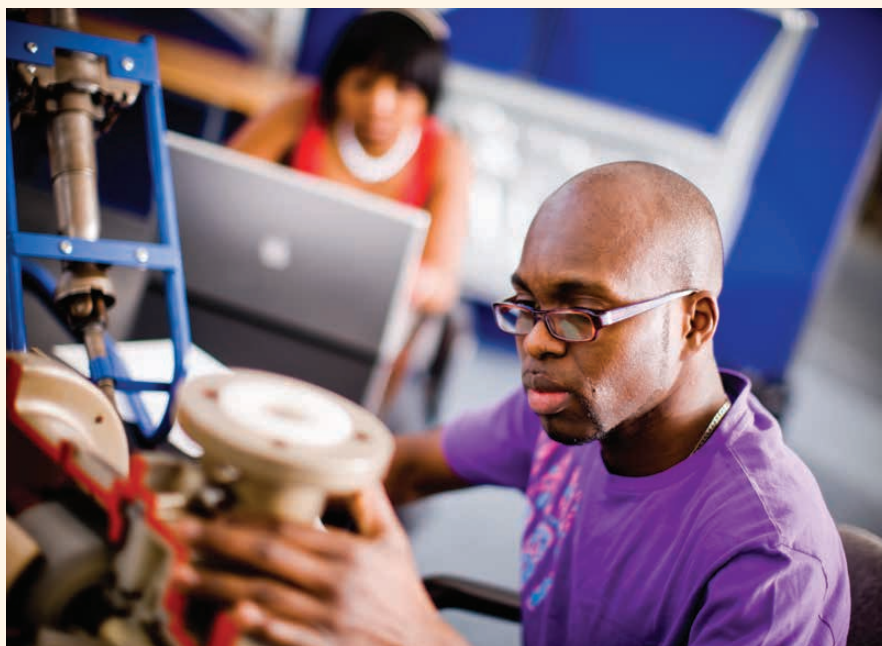
‘Skills have a profound relationship with economic and social outcomes... [They are] key to tackling inequality and promoting social mobility.’

Organisation for Economic Co-operation and Development (2012)

### The Newton Fund

Through the Newton Fund we are supporting professional development and technical training in the science and innovation sector. By facilitating partnerships with the UK, the fund seeks to stimulate the economic development and welfare of developing countries.

The fund supports the **professional development** of researchers to build their skills in areas such as communication and research management, as well as supporting good research governance, community and policy maker engagement. It also supports **employability** through workforce planning and the development of **technical and vocational training** in the research and innovation sector. The fund is available in eight countries, including South Africa. (£16 million, 2014–19)



## OUR TRACK RECORD

### ENCOURAGING ENTREPRENEURSHIP

#### Enterprise training and challenges

Through reality television shows and online competitions we are motivating young Africans to consider entrepreneurship as a route to work and are engaging the wider community in this process. The international and local partnerships we facilitate offer entrepreneurs opportunities to build business skills and provide a channel to access local and international business communities, peer and industry networks and economic clusters of governments. During 2013–14 over **12,000 young entrepreneurs** were engaged directly through face-to-face interaction, while over **20 million young people** were engaged through publication and broadcast activities.

In **Senegal**, the GREAT Entrepreneur project is a partnership between the British Council, the British Embassy and Nestlé. The programme encourages young people to start thinking innovatively about business, and rewards them for ideas that have business and social value. Young entrepreneurs present their business ideas on television, which are then judged by local business experts and the public, who can vote via SMS. From 2013–14, the show reached over **five million** young people through television, mobile phones and social media. (2013–14)

Mashrouy (or 'My Project' in Arabic) is a televised business plan competition in Sudan, conceived by the Sudanese Young Businessmen Association and the British Council. In its first year, over **2,000 applications** were received from young entrepreneurs. Business skills training has also been offered to over **5,000** young people across Sudan. Mashrouy has reached over **six million** Sudanese through television and social media, and it is sponsored by the local private sector. (£430,000, 2013–15)

The Enterprise Challenge is an online competition organised in partnership with Virgin Atlantic and Zenith Bank that sees young entrepreneurs in Nigeria submit their business ideas and plans to a panel of Nigerian and UK experts. Winners receive a mentoring session, a grant to develop their businesses, and a scholarship to attend a five-day entrepreneurship foundation course at the Branson Centre for Entrepreneurship in South Africa. **Over 7,000** young Nigerians have already entered the competition, and the competition has reached over **14 million** people through television and social media.

In **Ghana**, we are partnering with Tigo Telecommunications Company, the Universal Merchants Bank and UK universities, to deliver the Challenge, a competition where local industry experts judge young people's business ideas. Winners receive a postgraduate scholarship to study in the UK and capital investment to turn their business idea into a reality. (£600,000, 2008–14)

#### Young Creative Entrepreneur Programme

Our Young Creative Entrepreneur Programme addresses employability within the creative industries. The programme rewards innovative ideas for finding new audiences and developing sustainable business models for creative enterprises, including fashion, film, music and publishing. We partner with local and UK experts to deliver trade and business skills training for creative entrepreneurs, mentoring schemes for business owners, master classes by creative practitioners, competitions for different creative sectors that provide connections to potential investors and clients, online and events-based peer networking, and research to inform policy advocacy. The programme has so far taken place in **50 countries**, including Zimbabwe, South Africa, Ghana and Nigeria. (£430,000, 2004–15)

### PROMOTING SOCIAL ENTERPRISE

#### Revolution: Ghana Social Enterprise Research

We are undertaking a study on social enterprise activity in Ghana with the Overseas Development Institute, a leading UK research institute. The study will provide a critical foundation for understanding the existing and emerging developments for social enterprises in Ghana, as well as

the cultural context and diversity of the sector. The project aims to promote social enterprise through research, policy development and dialogue between government, business and development partners. (£50,000, 2014–15)



The British Council creates opportunities for people worldwide by helping societies achieve change in education, skills, enterprise, civil society and justice. Working closely with governments, donors and businesses, we deliver value-for-money international development solutions that are both effective and sustainable.

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