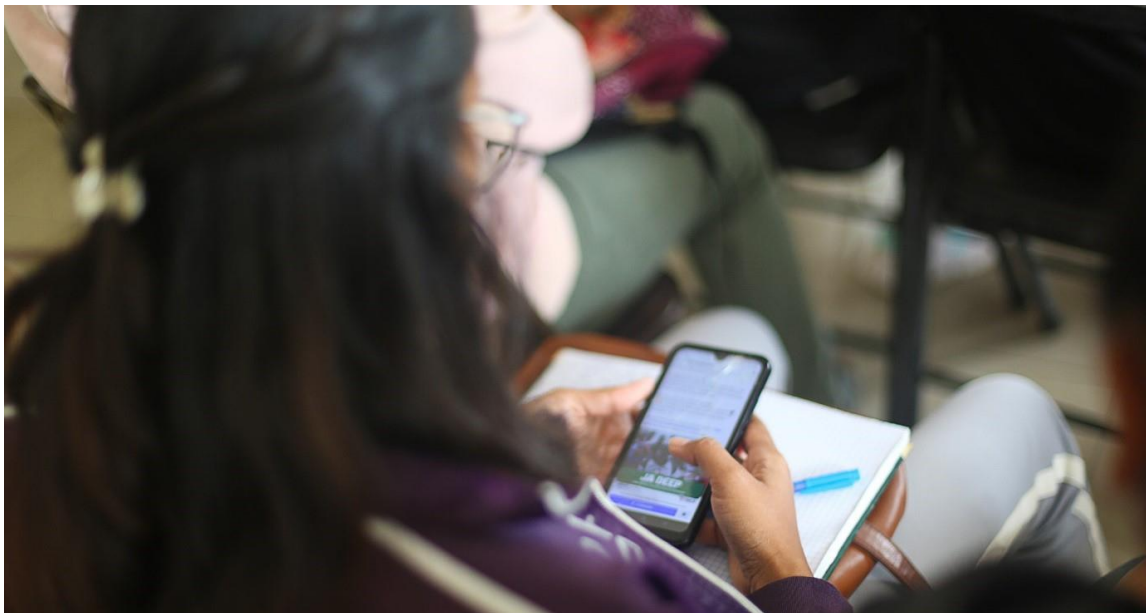


## **FUTUREPRENEURSHIP INITIATIVE PHASE II**

### **INTERIM REPORT FOR YEAR I**



**Submitted by JA Africa**

## OVERVIEW

In 2021, JA Africa developed its first online learning platform, JA Digital Entrepreneurship Education Program (JA DEEP). JA DEEP is an interactive entrepreneurship curriculum, created specifically for young African learners, including those living in countries or going to schools where JA is absent. JA DEEP builds on JA's existing entrepreneurship programs (JA Company Program and JA ITS TYME) in an online format that teaches the same principles in an engaging and fun way.

The program allows learners to experience the risks and rewards of entrepreneurship by walking them through how to start and operate a business that fills a need or solves a problem in their communities. Learners put theory into practice from idea generation, product development, capitalization of the venture, marketing and sales strategies and financial reporting, while being supported with digital or in-person mentorship from a JA corporate volunteer. The content uses names, currencies, visuals and references that are relevant and familiar to African youth. There are also case studies of various young African entrepreneurs so that participants can learn from the stories of people like them.

JA DEEP content was originally developed in English only. As a temporary option, participants were able to view some of the content in other languages, including French, using an inbuilt Google Translate plug-in. However, this option limited the full learning experience for Francophone participants as not all the content could be translated by the plug-in, and some translations did not correctly convey the topics being addressed.

In 2022, JA Africa entered into a three-year partnership for Phase II of the Futurepreneurship Initiative with the Tomorrow Foundation. Through the funding, JA Africa has translated the digital entrepreneurship program into French, thus making it accessible to young people in Francophone countries.

This report presents the progress made to date on the translation and the progress of the pilot implementation in Côte d'Ivoire.

## TRANSLATION

JA Africa launched a call for translators from June – July 2022. After a series of initial interviews, two translation companies were shortlisted and interviewed by JA Africa and Tomorrow Foundation team. Subsequently, Bolingo was chosen as the partner for the translation work. The company translated the curriculum and did the voice-overs for all the learning videos. To make the videos feel less repetitive and more engaging for the users, it was agreed to use different voices (both male and female), unlike the English version, which had only one voice.

The final stage of the process was the integration of French content into the JA DEEP Platform. JA engaged the services of the consultants who worked on the original English platform to implement this. JA held regular check-ins with Denis Lebsis-Daronnat from the Foundation, who provided feedback on the platform development.



The French version of the platform can be accessed [here](#).

## PROGRAM LAUNCH

Following the completion and integration of the French language, the platform was officially launched in Abidjan, Côte d'Ivoire, on Monday, 17<sup>th</sup> October 2022. The event saw the participation of Maggie Gu, President of the Tomorrow Foundation, representatives of the Coca-Cola Foundation, representatives of JA Africa, Government officials, students and members of the press.

The event was an opportunity for the press to interact with key stakeholders about the project and its impact on Africa's youth. Various media houses covered the event in Côte d'Ivoire:

- [Entrepreneuriat Jeune: Junior Achievement Africa s'enrichit de deux nouveaux programmes](#)
- [Côte d'Ivoire-AIP/ La fondation Coca-cola décaisse 160 000 dollars pour former 30 000 jeunes africains sur le numérique- AIP – Agence Ivoirienne de Presse de Côte d'Ivoire](#)
- [Actualité Internationale – La Fondation Coca-Cola et la Tomorrow Fondation s'associent à JA Africa pour dynamiser l'entrepreneuriat des jeunes en Afrique Francophone. \(infosnews.net\)](#)
- [SUD 24 TV - L'INFO EN CONTINU](#)
- [ENTREPRENEURIAT JEUNES Junior Achievement Africa lance ses programmes -](#)

## PROGRAM IMPLEMENTATION

Year I is the pilot year for implementation in Côte d'Ivoire. However, with the platform being open-sourced, learners from other Francophone countries have signed on to the platform with the support of other partners. This section outlines implementation in Côte d'Ivoire and other countries.

**Côte d'Ivoire:** An MoU was signed with the Ministère de l'Enseignement Technique, de la Formation Professionnelle et de l'Apprentissage on the 30th January 2023. This partnership is to enable JA to support the action of the Ministry in facilitating the transition of young people into the economy. **115** students (vs 100 target) have registered on the JA DEEP platform.

The current partnership with the Ministry, has the potential for further growth. JA Côte d'Ivoire is already in talks to extend this partnership to impact young people involved in the "Ecole de la Deuxième Chance". The school targets young Ivorians who have dropped out of the education system or are willing to move towards self-employment. The Ministry currently faces the challenge of having more applicants than available opportunities. It sees JA DEEP as an opportunity to expand its reach and support those whom the program cannot accommodate.



**Other Francophone Countries:** Though Year I of this project was to be piloted in Côte D'Ivoire only, JA has kicked off the implementation of the JA DEEP program in two other Francophone countries; Burkina Faso and Madagascar.

In Burkina Faso, JA is collaborating with Tua Res and a consortium of partners known as Gestion d'Entreprises Formations et Etudes pour le Développement (GEFED) for the implementation of an entrepreneurship program which will see 6,000 young people register on the JA DEEP platform. Burkina Faso currently has 105 participants registered. The program will be implemented with young people in Ouagadougou, Koudougou and other regions of Burkina Faso and will reach its target by end of March 2024.

JA is collaborating with YMCA Madagascar and has 428 students registered on the JA DEEP platform in Madagascar. The program has reached young people in Antananarivo, Antsirabe, Moramanga, Toliara, Fianarantsoa, Antsiranana, Toamasina, Arivonimama, Miandrivazo, Fort-Dauphin and Ihosy. The program will expand to a minimum of 400 more students by the end of the year.

## NEXT STEPS

JA has begun engagement in the new countries for the second year of the program.

In DRC, JA has established a partnership with the Ministère de l'Enseignement Supérieur et Universitaire. The partnership would allow JA, with the support of Tomorrow Foundation and other partners to reach 6,000 young people who attend universities in Kinshasa. The participants will register on the JA DEEP platform following an introduction session to entrepreneurship. An MoU has also been signed with the Centre Interdisciplinaire Pour Le Développement et l'Education Permanente (C.I.D.E.P.). It is a division of the Ministère de l'Enseignement Supérieur et Universitaire, which focuses on transitioning young people into the work place or entrepreneurship. C.I.D.E.P. works with young people who have dropped out of university or completed their studies but are struggling to get a job. JA is also working with UNICEF office in DRC, through U-Report which is a social messaging tool and data collection system for the implementation of the JA DEEP program. This initiative is for young people in DRC who are interested in getting involved in Social Impact actions and support other youth to improve their livelihoods.

Conversations are ongoing with YMCA Senegal and this partnership will see 6,000 young people in Senegal taking the JA DEEP in French course. The reactivation of JA operations in Senegal is also ongoing. This has seen the recruitment of a Country Manager and will see the footprint of JA grow in Senegal. The next step will be to start collaborating with government organisations.

JA Africa will organise the first ever Francophone Entrepreneurship Competition, named Jeunes Entrepreneurs de Demain (JED 2023)) for young people aged 16-25 who complete the JA DEEP program. The date has been set for June 27 and we would request a representative from the Tomorrow Foundation to present awards to winners and encourage them with a short inspiring speech. The competition will be virtual and see the participation of 6 Francophone Countries:

- Burkina Faso
- Côte d'Ivoire
- Democratic Republic of Congo
- Madagascar
- Mauritius

- Senegal

The competition will comprise a 5mins pitch followed by 5mins of Questions and Answers. The competing teams will be evaluated based on the innovation, the feasibility of their project idea, as well as their understanding of their market.

The participants will also take part in a Capacity Building session which will include the following:

- Pitch Training
- Capacity Building Session
  - o PMI on Project Management
  - o Panel Discussion : L'entrepreneuriat comme meilleure stratégie d'insertion socioprofessionnelle des jeunes en Afrique.

The winner of the competition will receive seed funding of \$1,000, while the other teams will receive \$200.

The CEO of JA Africa visited the CEO of the Tomorrow Foundation to discuss the fundraising required to upgrade the JA DEEP curriculum and build capacity of the platform to scale exponentially to reach more Francophone youth across Africa and she received assurances that the Foundation is committed to raising the funds as outlined in the budget.

The final narrative and financial report will be shared by August 30, 2023.