

**CREATE:** This basic entrepreneurship course providing basic entrepreneurship knowledge to help participants develop a concrete business idea. During this intensive 'Ideation' programme, participants develop their Business Model Canvass (BMC).

**START:** During this module we provide tangible start-up support including registering a business, obtaining a business bank account and more. This module serves as ideal continuation of the previous module as a viable business plan is developed and knowledge on business administration and other requirements imparted. Intensive coaching lays the foundation for successful start-up.

**SCALE:** Here growth-oriented business support includes advanced business management training, product re-development and repositioning in markets as well as employment creation and human resources management. Executive coaching guides scaling businesses towards accessing finance, market linkages and workforce growth.

#### Demographic Data for Lagos and Edo States, Nigeria

| State                          | Lagos      | Edo       |
|--------------------------------|------------|-----------|
| Male                           | 7,180,000  | 1,734,101 |
| Female                         | 10,113,000 | 2,501,494 |
| Total Population               | 17,293,000 | 4,235,595 |
| IDPs                           | 19,349     | 11,450    |
| Returns                        | 45,000     | 27,000    |
| Average age                    | 45         | 40        |
| No. of registered businesses   | 46,451     | 2,390     |
| No. of women owned businesses  | 32,432     | 5,255     |
| No. of youth owned enterprises | 14,554     | 8,650     |

#### Description of Project Intervention States

Edo State was formed on August 27, 1991, when Bendel State was split into Edo and Delta States. With Benin City as capital, the population of the entire state is approximately 4.9 million. Edo State is made up of 18 Local Government Areas (LGAs). Three major ethnic groups live here; namely Edo (Binis), Esan and Afemai (Owan/Etsako) and Akoko Edo.

Lagos State was created on 27 May 1967, population estimates range from 18 to 25 Million inhabitants. Its territorial extent and political jurisdiction encompass the City of Lagos and covers an area of 3,577km<sup>2</sup> which represents 0.4% of Nigeria's territorial land mass of 923,773km<sup>2</sup>. Lagos consists of 20 LGAs.

#### Connecting with the Target Group

The selection of the target group will be in cooperation with local stakeholders, using different digital strategy products and the existing referral systems for returning migrants, cooperating with the Migration & Employment Coordination Committee of the GIZ Cluster for Sustainable Economic Development, as well as with the Migration Resource Centres (MRC), and the International Organisation for Migration (IOM) in Lagos and Benin City.

Nigeria Project Location Map



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Implemented by



## Creating Business Development Opportunities through Entrepreneurship Training and Coaching Measures

#### Description

The Pro-PoorGrowth and Promotion of Employment in Nigeria Programme-SEDIN, implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and funded by the German Federal Ministry of Economic Cooperation and Development (BMZ), aims to foster employment and income of MSMEs through enhanced entrepreneurship skills, better targeted business services, improve business environment by reducing processes that impede business development, and improve access to employability skills.

#### The Challenge

Despite the crucial role played by Micro, Small, and Medium-Sized Enterprises (MSMEs) in the economic and social development of Nigeria, conditions for their development are often unfavorable and support is inadequate. Limited entrepreneurial knowledge and skills often hinder MSMEs from reaching their full potential. While various approaches for training entrepreneurs exist, the outcomes are often not as high as expected. There are high risks associated with lending to IDPs and Returnees. This includes financing their business activities due to lack of strong ties connecting them to the area they reside, migrants and returnees from Germany, and third countries not forming a sizable group. Also, the involuntary returnees are difficult to locate as their contact information is not directly shared with third parties.

#### Our Approach

The approach aims to provide unemployed youth and women especially returning migrants, internally displaced people (IDPs), and other marginalised community members, with the ability to strengthen their existence in the Nigerian MSME (Micro, Small and Medium Enterprise) sector, as well as providing skills for employment. Capacity development at the individual, organisational and societal levels are designed to ultimately result in greater participation in the economy.

At the individual level, training and coaching efforts will enhance the entrepreneurial and managerial skills of existing and prospective entrepreneurs. At the organisational level, Business Support Organisations (BSOs) provide tailor-made entrepreneurial training specifically for the target group at their doorstep.



|                           |  |
|---------------------------|--|
| Project Name              | Pro-Poor Growth and Promotion of Employment in Nigeria - SEDIN         |
| Commissioned by           | German Federal Ministry for Economic Cooperation and Development (BMZ) |
| Implementing Organisation | Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH     |
| Project location          | Edo and Lagos State, Nigeria   |
| Executing Organisation    | GOPA Worldwide Consultants   |

The project will be implemented in Edo and Lagos states by BSO's that are supported with local subsidies to ensure sustainability of the set-up courses. These focus on creating employment opportunities, business start-ups, scaling-up and growth of existing businesses. The project is implemented through a combination of training and coaching using a modular capacity building approach, comprising of the following:

**INSPIRE:** This module exposes participants to the world of possibilities in employment and presents opportunities arising from entrepreneurship. The participants become more employable, skills acquired for relevant job placements/opportunities and can make a fundamental decision for their life on whether employment or entrepreneurship is suitable for them. With the knowledge gained, they are equipped to access the labour market or set up a business.



