

# spark

*ignites ambition*

SPARK presents

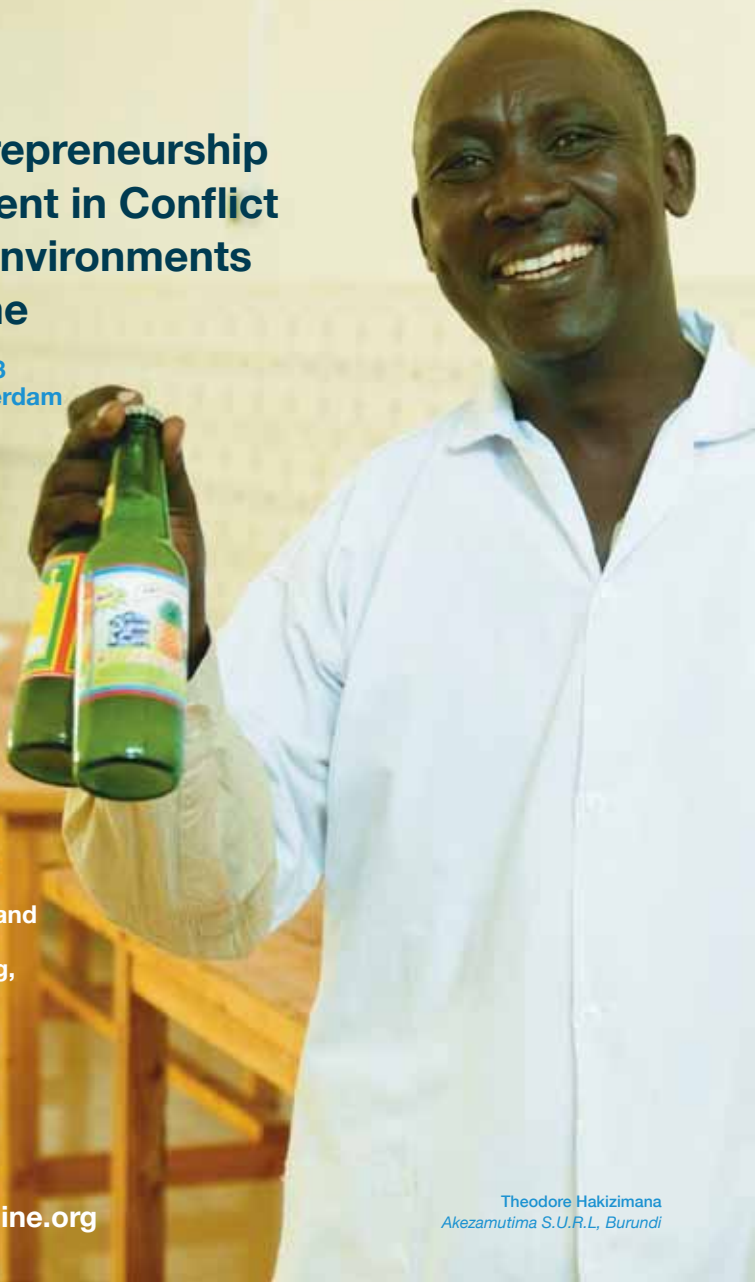
## Youth Entrepreneurship Development in Conflict Affected Environments Programme

20 November 2013  
Rode Hoed Amsterdam

SPARK develops higher education and entrepreneurship to empower young, ambitious people to lead their conflict affected societies into prosperity.

[www.spark-online.org](http://www.spark-online.org)

Theodore Hakizimana  
Akezamutima S.U.R.L., Burundi



## Introduction

# SPARK welcomes you to IGNITE! SPARK's first annual conference focuses on youth entrepreneurship development in fragile and conflict affected environments.

The conference aims to create an international platform for cooperation to develop the lives of young people living in fragile environments through entrepreneurship. Creating jobs, especially for marginalised groups such as youth, women, minorities and internally displaced people, is key to establishing a sustainable economic and political stable environment.

We are proud to present you today's programme which offers a schedule of events for all audiences, including highlighted topics such as access to finance, targeting entrepreneurs, mapping the supply chain, women entrepreneurs, advocacy, results measurement, and the role of entrepreneurship in peace building.

Thank you for joining us today! We look forward to your participation!

## Programme

09.00 - 10.00	Registration, Coffee & Tea
10.00 - 10.15	Opening by Yannick du Pont, SPARK
10.15 - 11.30	Keynote speeches
11.30 - 11.45	Change-over
11.45 - 12.45	Workshops
12.45 - 13.45	LUNCH
13.45 - 15.00	Keynote speeches
15.00 - 15.15	Change-over
15.15 - 16.15	Workshops
16.15 - 16.30	Closing Statements
16.30 - 17.30	Drinks

*Host: Monique Samuel*



**Mohammad Al-Jamal Zoorna, Occupied Palestinian Territories** As the first electronic gateway in the Middle East for the tourism industry, Zoorna, is an online travel system that fully caters to tourists by providing them information based on crowd generated recommendations.

---

## Keynotes Round 1

10.15 – 11.30

Zaal: Oosterhuiszaal (main space)

---

### Yes... Entrepreneurship! But Where to Begin?

**Vin Morar**, *Entreprise Development Specialist, University of Twente / Maastricht School of Management*

Vin Morar will focus on the importance of entrepreneurship for national economic development, focusing on the link between entrepreneurship, job creation and public sector revenues. What are essential driving forces, needs? And what about cultivating a culture for enterprise?

### Employment Generation in Fragile Settings: Opportunities & Challenges

**Donato Kiniger-Passigli**, *Senior Specialist, Strategic Partnerships and Crisis Response, ILO*

With a focus on local integration and community peace building, Donato Kiniger-Passigli looks at what works and what does not work in complex situations and countries emerging from conflict.

### Allowing Business Goals and Objectives to Drive Corporate Responsibility

**Karl Cottrell**, *Liberia Country Manager, Chevron*

After arriving in Liberia, Chevron began implementing a five-year Corporate Responsibility Programme that is directly linked to both Chevron's short term and long term business objectives. Through partnerships with NGOs like SPARK, early engagement has resulted in expanded licenses to operate and is improving the lives within the communities that we operate.

### An Entrepreneur's Story; From Small Business to Growing International Company

**Rania Ghneim**, *Co-Founder, Anoud Company*

From a small shop to one of the largest suppliers of the educational games worldwide. Rania Ghneim talks about her experience as a female entrepreneur in Palestine, highlighting both the successes and obstacles she has faced.



**Egzon Agushi** *Bletaria Egzoni, Kosovo* Today with 90 working beehives, Egzon is able to sell honey and wax in the city markets. With the aim to expand to more markets and potentially export, the honey is marketed and sold at promotional events.



**Rosalita Rogers** *Gabriel F.Doe Clinic, Liberia* With a dream to decrease the rate of maternal mortality in Liberia, and dedication for caring for the sick, Rosalita Rogers is head of her own clinic.

---

## Workshops Round 1

11.45 – 12.45

---

### Women Entrepreneurship in The Spotlight: Success stories, Opportunities and Concrete Support

**Room: Groenzaal**

All over the world examples can be found of women entrepreneurs in post-conflict situations that create job and income generating opportunities, means of social support, hope and inspiration for their communities. However, the importance of women entrepreneurs for local development and peace building is hardly recognized. This workshop will put women entrepreneurs in the spotlight and focus on their specific needs for entrepreneurship development. Different instruments of support will be discussed, with the aim to leave the room with concrete ideas and action we can take to support women entrepreneurship in post-conflict societies! This workshop is organised and presented by Yvette van Dok (Co-Motion Consult). Special guest: Rania Ghneim, founder of the Palestinian Anoud Company which produces educational games that are exported all over the world.

### LiveWIRE: Giving young entrepreneurs a head start

**Room: Banningzaal**

This workshop will focus on current innovations around supporting startups as well as how to build effective local content programmes. How about value/supply chain analysis? What is the Shell Local Content tool kit? The workshop is hosted by Gloria Udoh who is the Global Lead, Enterprise Development for Shell. The Enterprise development agenda in Shell spans from supporting startups using the LiveWIRE programme, to building capability of SMEs and on the high end improving opportunities for local businesses within our supply chain (local content). Udoh worked for Shell Nigeria for about 12 years in various roles before moving to The Hague in 2011.

### Assessing SME Job-creation: Moving from Myth to Measurement

**Room: Zwanenzaal**

In many conflict affected countries a steadily growing number of youth need jobs. That's why there has been a growing mantra in support of SME promotion and entrepreneurship development. In this workshop, we take a critical look at how entrepreneurship programmes can help

alleviate the youth unemployment crisis in conflict affected environments. Do the SME development programmes that donors embrace, and implementing NGOs, multilateral agencies and developing country governments, pass the test of meaningful job creation for vulnerable youth? How do we measure their effectiveness? Melina Heinrich (Donor Committee on Enterprise Development) will present lessons learned by member agencies in assessing and enhancing the effectiveness of SME promotion in conflict affected environments. Drew Gardiner (ILO / Youth Employment Network) will address how rigorous impact evaluations can be designed to better measure what works in youth employment programming, and what these evaluations can tell us about SME job-creation effects in fragile states.

### Youth Entrepreneurship: What is in it for Peacebuilding?

**Room: Vrijburgzaal**

Rajkumar Bidla, programme officer at the Commonwealth Secretariat, links youth unemployment to conflict, based on secondary research. Anette Hoffmann, research fellow at Conflict Research Unit (Clingendael Institute) explores the potential of youth entrepreneurship to build

the underpinnings of a peaceful society. Not only by mitigating root causes of conflict such as inequality and poverty, but also by strengthening peace-promoting factors such as social cohesions and trust. This workshop aims to further explore these linkages and discuss implications for future programming.

### Forget The Banks, Invest Direct! Direct Investing to Boost High Growth (small) Entrepreneurs in Conflict Affected Environments

**Zaal: Oosterhuiszaal**

Banks are often lacking sufficient services for entrepreneurs to be able to start or grow their businesses. What are other forms to create access to finance? What are the risks of direct investing? How can these risks be mitigated? What do entrepreneurs prefer in terms of deal structures? How can financing be innovative and avoid false competition / market distortion? And what if all the NGOs have their own fund? This workshop is moderated by Marc de Klerk (SPARK). Panel: Jarl Huystee (XSML Fund), Steven Otto (Jacana), Chid Liberty (IGNITE Fund / entrepreneur), Olga Albatran (CCE Palestine)

---

## Keynotes Round 2

Main space: Oosterhuiszaal

13.45 – 15.00

---

### The Bumpy Road of Programme Design

**Colin Shepherd** (*Head, Conflict Affected States in Africa at IFC*)

Designing a programme in a Fragile and Conflict Situation (FCS) has its unique set of challenges, but also presents itself with a unique set of opportunities. Achieving successful outcomes require a business unusual approach in these business unusual markets. What to consider when designing a programme?

### The Role Of A (Co-operative) Bank in Fragile States

**Dick Scherjon** (*Senior Board Advisor, Rabobank Nederland*)

Rabobank invests in stimulating co-operative banking in low-income and developing countries. Is it possible to use this model in fragile states?

### Economic Reintegration of Thuwar, Challenges & Opportunities

**Mustafa Sagizly** (*Director, The Warriors Affairs Commission, Libya*)

### Truth & Reconciliation; From Intuitive Entrepreneurship to Big Data

**Chid Liberty** (*CEO, Liberty and Justice*)

Chid Liberty talks about his journey from intuitive post-conflict entrepreneurship to 'big data'-driven impact investing that prevents conflict in fragile states



**Ayah Mlatat** *Alokhwah Sheep Farm, Occupied Palestinian Territories* With the knowledge that an organic farm encourages agricultural and environmental sustainability, Ayah chose to start an organic sheep farm to promote healthy living in Palestinian villages.



**Agnes Turayihaye** *Cafede, Burundi* CAFEDE brought together women in the fishing industry from the Rumonge market and initiated an income generating activity for its members: keeping a cold storage room for fish retailers.

---

## Workshops Round 2

15.15 – 16.15

---

### Breaking Down Business Barriers! Advocacy for Business Reforms

**Room: Banningzaal**

Increasingly NGOs working in Private Sector Development (PSD) are being asked to be more than just service providers and to become active and contributing stakeholders in advocacy for business environment reform, including helping to break down business barriers for SMEs. For some NGOs, even those with a solid track record as service providers, this can pose new challenges. Often such organisations know what needs to be done but they are uncertain how to do it: Which actors should they engage? And how can they work with CSOs to help achieve their goals? This workshop explores these questions, providing a framework how advocacy, particularly at the level of NGOs, and CSOs but also Business Development Service Providers (BDSP), and Business Memberships Organizations (BMOs), can contribute to more effective programme implementation. This workshop is presented by business environment reform specialist Simon White (managing director of Southern African IDEAS).

### Where There Are No Banks: Strengthening The Financial Sector in Post Conflict States

**Room: Zwanenzaal**

In a post-conflict situation, institutions and regulations of all kind are lost and abandoned. This causes many challenges for financial institutions and often withholds them to start operations. What are these institutions and regulations that are key to creating a sufficient environment for banks? What are quick impact measures to be taken to overcome this? This workshop is organised and moderated by Lukas Wellen (Enclude); among the participants is Dick Scherjon (Rabobank).

### Sourcing Entrepreneurs in Conflict Affected Environments

**Room: Amsterdamzaal**

In many entrepreneurship development interventions the business plan often dominates in the selection process after which the owner of the business idea is trained to become an entrepreneur. This session focuses on the relevance of entrepreneurial attitudes and behaviour in selecting aspirant young entrepreneurs for business development programmes and the effectiveness of psychometric

screening as a tool in such selection processes. It also explores the potential of psychometrics: is psychometric testing a solution? Is it a pre-condition for business development or an interesting add on in selecting entrepreneurs? Does it have added value in a conflict affected situation, e.g. towards groups such as ex-combatants, IDPs? These and other questions will be addressed in the workshop.

### Global Supply Chains & Local Small Business: Positive Effects on Employment?

**Room: Vrijburgzaal**

How do (big) businesses integrate (small) business in their supply chains (in conflict affected environments)? How to read and understand the local market in order to gain positive effects for businesses and local employment? How can private sector and NGOs support each other's activities? This workshop focuses on why supply chain mapping matters and why growth of local businesses is crucial for employment. Among the participants are Gloria Undoh (Global Lead Enterprise Development, Shell), Karl Cottrell (Chevron, country manager, Liberia) and Colin Shepherd (Head, Conflict Affected

States in Africa – International Finance Corporation).

### Youth Employment In Fragile Environments: Approaches and Project Examples

**Room: Groenzaal**

As a federal enterprise, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) supports the German Government in achieving its objectives in the field of international cooperation for sustainable development. The presentation provides an introduction into GIZ's integrated approach to youth employment in fragile and conflict-affected environments combined with a continuous peace and conflict analysis. Several project examples of youth employment promotion implemented by GIZ will be described as well as lessons learned. Afterwards, Birgit Seibel and Elena Lau from GIZ will stay for an open Q&A session and further discussion.

---

## **THANK YOU!**

**SPARK wants to thank everyone that has been involved in organising the first IGNITE! conference. In particular we want to thank all the organisations that have organised a workshop during the conference: CRU (Clingendael Institute), Enclude, Co-Motion Consult, SpringFactor, Shell, SAIDEAS, GIZ, ILO and DCED.**

**We hope to see you again next year!**

---