



CONCEPT NOTE

TRAINING FOR BANK STAFF ON SOCIAL BUSINESS DEVELOPMENT IN AFRICA

Organized by the African Development Bank's (AfDB) Human Development Department (OSHD) and the Yunus Social Business GmbH (YSB)

Tunis, Tunisia, February 26 – March 1, 2013

I. Background

- 1.1 **Social Business is a model pioneered by the Nobel Peace Laureate Prof. Muhammad Yunus.** It is a model that has been immensely successful in Bangladesh, India, Haiti, Albania and other countries. It has effectively helped reduce poverty and improve social welfare by encouraging the poorest and most vulnerable to participate in socially and environmentally sound businesses in order to enhance income generation, entrepreneurship development and job creation.
- 1.2 **The Social Business model has not yet prevailed in African countries.** The African Development Bank is taking a lead role in promoting Social Business in Africa together with the Regional Member Country (RMCs) governments, international development partners, social business experts, and other key stakeholders. In June 2012, the Bank's Program on developing a Holistic Social Business Movement in Africa (HSBM) received a Policy and Human Resources Development Grant of Japan (PHRDG) for a two-year period.
- 1.3 **Implementation of the HSBM Program is a priority of the Bank.** It is an integral part of the Bank's vision of inclusive growth as outlined in the draft Long Term Strategy (LTS) and draft Human Capital Development Strategy. It contributes directly to the Bank's core agenda of skills and technology development, private sector development, and governance. It is also in line with the Bank's draft Private Sector Development Policy and the Joint Youth Employment Initiative.
- 1.4 **Training for Bank staff on Social Business is thus essential to adopt Social Business as an innovative instrument for job creation, private sector development and poverty reduction.** Bank staff will be trained through capacity-building workshops on Social Business and Holistic Social Business Movement to broaden their skillsets in project design, appraisal and evaluation for inclusive growth, and build up the expertise in technical assistance, country dialogue and policy advisory with the RMCs' Government and key stakeholders to enable the Social Business environment and promote Social Business development on the continent.
- 1.5 **The HSBM Program aims at building capacity in social business and creating jobs.** Relevant stakeholders, including local government agencies, CSOs, private sector, locally based microfinance institutions, NGOs, potential young social business entrepreneurs and community representatives, will be trained through capacity-building sessions. Pilot projects

will be implemented in **Tunisia, Togo and Uganda** with a direct impact on youth employment and entrepreneurship. The HSBM Program is planned to expand to other RMCs with proven effectiveness upon completion of the pilot projects.

- 1.6 **In Tunisia, this program is complementary to the highly successful [Souk At-Tanmia](#) initiative.** Both programs focus on Youth Employment through the empowerment of the Youth and the stimulation of entrepreneurship. While Souk At-Tanmia focuses more on grassroots projects, with grants of 10,000-30,000 Tunisian Dinars, the HSBM Program focuses on projects with investment needs between 50,000-350,000 USD.

II. Format of Capacity-Building Workshops

- 2.1 **The capacity-building workshops will kick off with a four-day training at AfDB headquarters gathering around 50-60 Bank staff.** Staff will benefit from a deep immersion into Social Business and Holistic Social Business Movements.
- 2.2 **Workshop materials will be designed by Yunus Social Business.** The training will be delivered in English with simultaneous translation. Training materials will be provided in both English and French.
- 2.3 **Through a highly interactive working environment, well-documented presentations, brainstorming, question labs, and breakout sessions the training will be hands-on and focus on creativity.** The training will underscore the practical elements or “action-learning modules”. Bank staff will be invited to brainstorm in applying social business instruments and modality to real-life situations in any given country.

III. Trainer

- 3.1 **Yunus Social Business will deliver the training.** The individual trainers will include: Saskia Bruysten, CEO; Sylvain Franc de Ferriere, Program Director; Shkelzen Marku, Albania Country Director; and Karen Hitschke, Fund Director.

IV. Trainees

- 4.1 **On each training day, we expect a maximum of 50 participants to ensure a good balance of reach and intimacy.** Of the 50 participants, we expect a female participation rate of at least 40 per cent. Both technical staff and management can join the trainings. While technical staff is encouraged to participate on all four days, we suggest that managers participate on Days 1 and 2.

V. Outputs and Outcomes

➤ Outputs:

- Fifty (at least 40 per cent female) Bank staff trained;
- Bank-wide awareness raised for Social Business Development in Africa;
- In-depth understanding of Social Business and Holistic Social Business Movements and international best practices;
- In-depth understanding of Social Business Funds;
- General overview established on how to proceed with Social Business development in African countries with relevant strategy and action plan defined.

- **Outcomes:** After the training, Bank staff will be able to train others in Social Business and Holistic Social Business Movement (train-the-trainer).

VI. Contacts

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