



EXECUTIVE SUMMARY

CESO's Work in Youth and Women's Entrepreneurship

A Participatory and Collaborative Approach

Country: Burkina Faso

Program: Volunteer Cooperation Program 2015-2020



324
aspiring
entrepreneurs
taught new
models



9
support
groups created
to meet
and discuss
challenges



10
small
businesses
launched

Globally, female-run enterprises are steadily growing, contributing to the development of household incomes and national economies. And yet, in many parts of the world, women face persistent political, economic and social constraints that limit their ability to start and strengthen their businesses.

In Burkina Faso, a lack of infrastructure, resources and confidence to carry out their own income generating activities makes it difficult for many women to improve their economic situation.

The burgeoning population of young people in Burkina Faso also face barriers to launching start-ups—chief among these is the capacity of the country's education system to properly equip youth to pursue their entrepreneurial goals.

In 2015, in view of the limitations faced by women and young people, the Tin Tua Association—a Burkinabe NGO that empowers vulnerable populations to improve their self-development—sought to create an innovative project to strengthen the skills, self-confidence and entrepreneurial capacity of women and young people in Burkina Faso.

Tin Tua requested the services of CESO in an effort to develop project policies, design training modules and train in-house counsellors to deliver the project to target beneficiaries. Following a partnership with CESO, Tin Tua has a team of qualified training and facilitation counsellors, as well as tools and methods suitable for supporting entrepreneurs.

As a result of CESO's impact on counsellors, Tin Tua improved the skills and knowledge of over 300 participants in the entrepreneurship project's initial cycle (2016-2017). Participants learned to develop a business plan, seek out financing and increase their confidence to defend their business ideas and attract customers. Following the first cycle, at least 10 companies were created by young people and women who implemented the business plan they developed during their entrepreneurship training.

The project's innovative model and ability to adapt to the needs of project stakeholders factored into its successful outcome. Indeed, the model attracted other international partners and has been replicated with CESO's support in Senegal with CESO's partner, National Assistance and Training Centre (CENAF).

To continue strengthening the economic power of women, young people and their families, Tin Tua looks to continuously improve areas of the entrepreneurship project, primarily securing a way to monitor trained entrepreneurs and the companies they create.

There is power in partnerships that transform the economic choices available to women and young people through the provision of tools and training to build their self-directed economic and entrepreneurial success. The spirit of education, knowledge sharing and collaboration removes barriers hindering women from thriving as entrepreneurs and unlocks enormous potential that will facilitate significant growth across the country.

To learn more, view the full case study here:
ceso-saco.com/case-study-entrepreneurship-in-burkina-faso

