

START YOUR BUSINESS !

Creation of start-ups, development of technical skills and socio-economic promotion of young and vulnerable women in Palestine

OVERALL OBJECTIVE

The project aims at fostering inclusive and sustainable economic growth in Palestine.

SPECIFIC OBJECTIVE

Develop a positive environment for the creation of new start-ups, traditional and social businesses



3 SDGS AS MAIN TARGETS

SDG 1 - No poverty
SDG 4 - Quality education
SDG 8 - Decent work and economic growth



3 YEARS DEVELOPMENT PROJECT

Funded by the Italian Agency for Development Cooperation (AICS).



TARGET AREAS

Bethlehem, East Jerusalem, Hebron, Ramallah, Tulkarem, Jenin and Jericho



BENEFICIARIES

Adolescents, youth, adults. With a focus on vulnerable women and youth.



EXPECTED RESULTS

1. Favoring the development of new start-ups, traditional and social businesses and increasing the diffusion of social businesses through the offer of specific training, incubation and acceleration services.
2. Increasing in the employability of Palestinian unskilled youth and women through the enhancement of the technical and professional training – thanks to the introduction of “Start your Business training” – and the offer of training sessions qualifying in the key sector of the local market.
3. Orienting and reinforcing the decision-making processes and the production and the diffusion of knowledge between institutional stakeholders and the civil society about topics concerning entrepreneurship, social business, and employability of vulnerable women and youth

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START YOUR BUSINESS!

THE ACTIVITIES



Support of incubation and
acceleration processes for
traditional and social businesses.

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12 Information events on the launching, development, and management of traditional and social businesses. These sessions will be opened to everyone has the intention to launch or accelerate an enterprise and will be taken place in the different target areas
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6 Hackathons on the problems of the community to which it can be answered through economic development and entrepreneurship. These events will face different problems linked to a topic that will change in each edition. The entrepreneurship idea that will come out will be judge by a scientific committee and the winners will have access to a business canvass training
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5 training courses focused on the design of business canvass which will be presented during the 5 competitions that are organized to select smart and innovative entrepreneurship ideas
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5 competitions to select 80 start-ups to be supported: 2 business competitions for traditional start-ups, 1 business competition for already existing enterprises and 2 social business competition
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Exchange visits in Italy for the 10 (2 winners for each competition) winners of the competitions. These visits abroad aim to allow to meet experienced Italian traditional and social business.
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Creation of a Palestinian group of "angel investors" (philanthropists) and mentors to guarantee the continuation and the sustainability of the Bethlehem Business Incubator and the Yunus Social Business Centre
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Set-up of a new BBI/YCBC office at the Bethlehem University

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THE ACTIVITIES



Training of competent working force, including vulnerable young people and women.



Short-term professional courses for drop-out, NEET, vulnerable women, and young people. The courses that resulted from the market analysis more suited for job placement are Electricity, Renewable Energies, and Air Conditioning/ appliance repair. The training course once completed will give the beneficiaries the possibility to access internships and stages in different companies.



18 "Start your business" training courses in 6 Technical Schools in West Bank and East Jerusalem targeting students of the last two years of technical and professional courses.



Capacity building of the Career Service Office of the Salesian Technical School in Bethlehem to reinforce the outreach service of the school.




Update of BBI/YCBC website and social network pages to inform beneficiaries about the project and the various events organized and services offered.


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THE ACTIVITIES




Awareness and advocacy actions
towards the local civil society.

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Launch of a Social Business Awareness Campaign (Social Business Year) and organization of events. This campaign consists of 12 (4 each year) activities in West Bank and 2 in East Jerusalem aiming at raising awareness to reinforce the knowledge of the Palestinians and international public opinion about the meaning and the description of the concept of social business.
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Launch of a multi-stakeholder campaign to raise awareness and promote women's work and entrepreneurship involving local communities, traditional leaders, local and national authorities and private actors.
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Organization of two business forums to favor the development of economic relationships and job creation. These activities aim at creating synergies and exchange possibilities between Palestinian business realities and the Milanese entrepreneurship ecosystem.
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Creation of research agendas on social business and social enterprises through the cooperation between Bethlehem University and the University of Florence. The idea is to investigate topics that could be useful to the local context, to present them to the local authorities to promote mechanisms that encourage and facilitate the emergence and the development of social businesses.