

Great Ideas Space 2023 Programme for Afghanistan

Food Security and Job Creation through Entrepreneurship and Innovation



Programme Summary

Entrepreneurship is a valuable tool for creating wealth. It fosters innovation, introduces fresh value to the market, and contributes to the development of local and regional economies. Additionally, entrepreneurship can play a crucial role in addressing issues such as food insecurity, unemployment, and social problems through innovative solutions.

The political instability, sanctions, and drought in Afghanistan have exacerbated issues of food insecurity and unemployment, pushing the country into a state of emergency and crisis in terms of food security. To combat this critical situation, one effective approach is to improve food security through entrepreneurial means, such as implementing innovative ideas and advanced strategies.

The **Great Ideas Space 2023 Programme for Afghanistan: Food Security and Job Creation through Entrepreneurship and Innovation** equips entrepreneurs in Afghanistan with the knowledge, skills, and attitudes to turn ideas for a social or for-profit enterprise into a business model that meets the urgent domestic needs stemming from the political instability, sanctions, and drought that promotes sustainable recovery.

Run in three phases, Phase I of the online Programme will train 120 female and male entrepreneurs in Afghanistan. Phase II will train top performers of Phase I in developing successful entrepreneurial initiatives and solutions that address socioeconomic challenges in the country. Phase III will involve an in-person workshop for 30 participants who have demonstrated strong ownership, innovativeness, and scalability of their projects.

The Programme is conducted with the financial support of the Government and the People of Japan.

You can apply to the Programme for the following link
<https://forms.office.com/e/Agak65D50T>

In reviewing your application, UNITAR will review your:

- Motivation to address the challenges in food insecurity and employment
- Position(s) of leadership and/or social innovators
- Age (between 18 and 45)

The Programme will be delivered in English.

You will receive a UNITAR certificate if you complete the course and meet the minimum criteria.

Who Is Eligible?

The Programme is open to female and male entrepreneurs, social entrepreneurs, and innovators in Afghanistan. Qualified female candidates from the public, private, academic, media and civic sectors across Afghanistan are encouraged to apply.

To be considered, you must be:

- Highly motivated to address the challenges in food insecurity and employment, through a self-led project/enterprise
- A leader, innovator, or agent of change
- Aged 18–45

To take part in the Programme, you will need:

- Good oral and written English skills
- Access to the Internet and a computer or smartphone
- A passion to learn by doing and strong motivation to succeed



What Will You Learn Through This Programme?

By the end of this training Programme, you will be able to:

- Explain what entrepreneurship is and its importance
- Think critically to develop innovative businesses that strategically address food insecurity and unemployment emergency brought about by the political instability, sanctions and drought in food insecurity and employment
- Use design thinking to identify and solve issues/needs through entrepreneurship, social entrepreneurship and innovation
- Formulate a business model for a social or commercial enterprise and test each element
- Use contemporary leadership and management practices
- Identify, integrate, engage and enroll stakeholders in financing a new venture
- Build partnerships and the co-founding team
- Communicate effectively
- Promote gender equality using existing opportunities and overcoming challenges
- Discuss the key components of the Sustainable Development Goals (SDGs)



How Is the Programme Organised?

The Programme will train you on the full cycle of entrepreneurship, from idea to market, in three phases.

Phase I will be on “The Fundamentals of Entrepreneurship and Innovation” (targeting 120 participants from across Afghanistan).

Phase II will focus on “Leadership, Strategy and Innovation” (for top performers chosen from Phase I).

Phase III will comprise of a workshop, conducted in-person, for 30 participants who have shown exceptional ownership, innovation, and scalability in their projects.

In all phases, you will complete:

- A self-paced e-learning course
- A series of online webinars
- A self-led and self-designed project with supporting pitch material to develop a new social enterprise or expand an existing enterprise
- hackathon

As part of your self-led and self-designed project, you will have the opportunity to apply new concepts and skills to develop your own business model. By identifying the needs and opportunities within your community, you will incorporate them into your business design using innovative approaches, such as Design Thinking and Lean Start-up.

By the end of the course, you will have a concrete business model that addresses the identified needs. Throughout the program, you will receive coaching and mentoring, and be connected with experts and networks from Afghanistan and around the world. You will work individually and in small groups, which will help you to improve your ability to engage successfully in teams, develop your leadership skills, and enhance your business skills.

The Programme aims to not only strengthen your skills base, but also to widen the community of skilled entrepreneurs as you work towards the common good of your country.



The overall course is designed to encourage you to take action across six areas:

01

Nurture an Entrepreneurial Mindset

You will learn to identify opportunities and mobilize resources to bring a new enterprise to life. You will be exposed to examples of social and commercial enterprises and international best practice, and encouraged to reflect on and develop your entrepreneurial style and capacity.

02

Find a Problem Worth Solving

You will learn the tools and techniques of design thinking and lean start-up to create desirable, feasible, viable and sustainable solutions that solve social needs and problems. Design thinking focuses on building empathy, identifying needs through customer/citizen insights, ideation, prototyping and experimentation.

03

Build a Scalable and Sustainable Enterprise

You will learn to design a business model for your enterprise, identify social needs, evaluate revenue and funding models, and formulate financial projections. You will also learn how to pitch to win funding, donations, and investment.





04

Lead and Manage for Growth

You will learn contemporary theories and practices of leadership. You will appraise your own leadership style and reflect on your competencies and preferences in identifying and building partnerships and the co-founding team. You will learn to engage stakeholders in building early-stage credibility and driving growth.

05

Craft Competitive and Risk Strategy

You will learn the tools and techniques to develop competitive and risk-mitigating strategies. You will learn how to appraise the competitive landscape and develop competitive strategies to win while mitigating the risks you are exposed to.

06

Foster Enterprise-wide Innovation

You will learn how to decipher the many types of innovation that lead to competitive advantage and enterprise growth. You will learn innovation management. You will be exposed to international best practice in the design and management of innovation initiatives and programmes.

What Is the Programme Schedule?

Call for Applications and Participant Selection

You can apply from <https://forms.office.com/e/Agak65D50T>

The schedule is subject to change.

Activity	Timeframe
<ul style="list-style-type: none"> • Online call for applications • Participant identification and selection • Course launch 	July 2023
Phase I The Fundamentals of Entrepreneurship & Innovation <ul style="list-style-type: none"> • Online/asynchronous course • Video pitch • Evaluation • Certification of completion 	August – October 2023
Phase II Leadership, Strategy, and Innovation <ul style="list-style-type: none"> • Online/asynchronous course • Project work 	November 2023 – January 2024
Phase III In country Face-to-Face workshop <ul style="list-style-type: none"> • Hackathon • Project work • Impact evaluation • Graduation 	February 2024 – March 2024

Phase I: The Fundamentals of Entrepreneurship and Innovation

120 individuals to join a self-paced online programme "*The Fundamentals of Entrepreneurship and Innovation*." The program will be conducted via EdApp, featuring webinars, peer-to-peer discussions, coaching, and mentoring. Participants must submit a video pitch after completion. From the pool of participants, we will select best performers for Phase II.

Phase II: Leadership, Strategy and Innovation

Phase I top performers will advance to Phase II. They will take a self-paced e-learning course called "Leadership, Strategy, and Innovation" and receive coaching to bring your ideas to practical projects. By the end, participants would have a comprehensive plan for their business or project.

Phase III: In country Face-to-Face workshop

A group of 30 individuals who have successfully completed Phases I and II will be attending a workshop where they will work together to create launch-ready business plans through a hackathon. Local experts and resources will be present to facilitate the sessions, evaluate the outcomes, and provide feedback to improve the practicality of the plans. Please note that in-person activities are subject to change depending on the security and travel conditions.

What Methodology Is Used?

The training will be conducted blended using EdApp micro-learning platform, other online tools, and face-to-face workshop. You will also be mentored by international experts and coaches through webinars and other online communication tools.

Capstone project

To complete the Programme, you will work on your business idea in a capstone project in both Programme phases. With self-led assignments, you will be able to apply the knowledge and skills you gained from the Programme to practical projects. The project will include developing a business model and pitch deck, and ideally actually starting up the enterprise or expanding an existing enterprise through applying innovative techniques and tools. Throughout the project, you will be supported by coaches and successful entrepreneurs who can bring real-world advice and inspiration.



How to Apply

Go to the following link or use the QR code to start your application
<https://forms.office.com/e/Agak65D50T>



UNITAR will inform you if you have been selected to participate in the Programme.

Please contact Mr. Walid Safi, Training Officer, at Walid.Safi@unitar.org if you have any questions or concerns.

About UNITAR

UNITAR was established in 1963 as an autonomous body within the United Nations and is headquartered in Geneva, Switzerland. As a training arm of the United Nations system, UNITAR provides innovative learning solutions to individuals, organizations and institutions to enhance global decision-making and support country-level action for shaping a better future. UNITAR designs and conducts some 500 different global training activities per year for more than 133,000 participants. Our alumni include diplomats and other government officials, non-governmental representatives, and local authorities.

The Division for Prosperity is one of the eight divisions of UNITAR and consists of the Trade and Finance Programme Unit and the Hiroshima Office. We offer cutting-edge training and learning opportunities that promote inclusive and sustainable economic growth.

UNITAR Prosperity has extensive expertise in developing and delivering training on entrepreneurship and leadership in conflict and post-conflict countries. Empowering leaders in marginalized communities for many years, the Division has a unique understanding of the needs of participants as they work towards peace and stability.

UNITAR is all too aware of the shortcomings and challenges of traditional training, such as lack of follow-up or sustained engagement and trainings with short timeframes. Acknowledging these and the constraints introduced by the COVID-19 pandemic, this Programme introduces a longer timeframe, incorporating self-paced e-learning modules, expert-facilitated webinars, local/regional coaching and mentoring support, and beneficiary-led projects. UNITAR regularly monitors and evaluates the Programme, using local resources and experts, to enhance its impact and sustainability.

Contact

For queries and questions regarding the Programme, please contact Mr. Walid Safi, Training Officer, at Walid.Safi@unitar.org.

500 Trainings

500 different trainings are conducted worldwide each year.

50+ Experience

Established in 1963, UNITAR has more than 50 years of experience in diplomatic training.

80,000 Trained

More than 80,000 participants take part in UNITAR training.



Contact Us

—
Walid.Safi@unitar.org

Follow Us

—
Facebook: @UNITAR.Hiroshima
Twitter: @UNITARHiroshima
YouTube: UNITAR Hiroshima

Portfolio

For a digital version of our portfolio:
<https://tinyurl.com/UNITARBeTheChange>

