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Strengthening Entrepreneurial Ecosystem Actors to increase access and quality of the Business Development Services for early-stage businesses led by women and youth

Implemented by:

EXPERTISE FRANCE
GROUPE AFD

Enabel

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

SLOVAK AGENCY FOR INTERNATIONAL DEVELOPMENT COOPERATION

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DISCLAIMER

This Annual Report reflects on the activities implemented by the programme from 01 January to 31 December 2024. The contents of this report are the sole responsibility of EF, Enabel, GIZ, SAIDC, and SNV, and do not necessarily reflect the views of the EU, the BMZ, Team France or the SlovakAid.



WHO WE ARE & WHAT WE DO

OUR RATIONALE

The working population on the African continent is expanding rapidly, with **a projected increase of 450 million people by 2035,** according to the World Bank. However, projections estimate that the continent's economies will produce only 100 million new jobs over this period. **This gap represents a major challenge for African economies.**

While entrepreneurship is a key growth driver for the continent and the entrepreneurial spirit is omnipresent - one African in 5 sets up his or her own business - the continent's young businesses and entrepreneurs encounter a number of obstacles in their entrepreneurial journey. Access to quality support, appropriate financing, cultural or social barriers, regulations and public policies are all example of obstacles that can slow down the development of businesses and the creation of jobs by these ones.

It is against this backdrop that the EU has launched the **Investing in Young Businesses in Africa (IYBA)** Team Europe Initiative (TEI) to help young businesses and entrepreneurs in Africa, especially women, **to launch, consolidate and grow sustainable, strong and inclusive businesses and create decent jobs.**

The programme IYBA-SEED (Strengthening Entrepreneurial Ecosystem Development) is part of the TEI IYBA, with a focus on **supporting entrepreneurial ecosystems and ecosystems actors,** with a special emphasis on improving their support to women and young entrepreneurs in **Benin, Kenya, Senegal, South Africa and Togo.**



FOCUS ON TEAM EUROPE INITIATIVE (TEI)

WHAT IS A TEAM EUROPE INITIATIVE (TEI) ?

Team Europe Initiatives are an approach that brings together the European Union, EU Member States — including their implementing agencies and public development banks — as well as the European Investment Bank (EIB) and the European Bank for Reconstruction and Development (EBRD). The idea is to work together and **join expertise and resources so that our joint external action has a greater impact.** Team Europe initiatives are designed as an answer to identified bottlenecks for development in a given country or region and where coordinated action by Team Europe would deliver transformative.

European Commission

WHAT ABOUT THE TEI IYBA ?

IYBA is an example of a TEI. It **brings together various actors for more effectiveness and impact** with the objective of supporting start-ups and young entrepreneurs to launch and develop sustainable, inclusive and job-creating businesses. It has **three building blocks:**

- **Block 1,** focusing on 'pre-seed financing', supporting very early-stage businesses and entrepreneurs,
- **Block 2,** focusing on 'seed capital' and 'Series A' or 'Series B' equity financing, supporting early-stage businesses and entrepreneurs, and
- **Block 3,** focusing on supporting/reinforcing the 'entrepreneurial ecosystem' – meaning public and private organisations providing either finance or other forms of business support to early-stage companies and entrepreneurs.

Capacity4dev

AND IYBA-SEED ?

IYBA-SEED is a part of the third building block of TEI IYBA and therefore focuses on entrepreneurial ecosystem. **It operates in Benin, Kenya, Senegal, South Africa and Togo. It is co-funded by the European Union and the French, German and Slovak governments,** and is implemented by five agencies: Expertise France, Enabel (Belgium), GIZ (Germany), SAIDC (Slovakia) and SNV (the Netherlands).

IYBA-SEED PROGRAMME

A MULTI-COUNTRY PARTNERSHIP FOR IMPLEMENTATION

- IYBA-SEED is implemented in **5 countries** by **5 EU member-states agencies.**
- The project is co-funded by **European Union (EU), Germany, France** and **Slovakia.**
- It started in January 2023 for a duration of **47 months.**

SENEGAL

Enabel

EXPERTISE FRANCE GROUPE AFD

BENIN

SNV

EXPERTISE FRANCE GROUPE AFD



KENYA

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

SNV

SLOVAK AGENCY FOR INTERNATIONAL DEVELOPMENT COOPERATION

TOGO

EXPERTISE FRANCE GROUPE AFD

SOUTH AFRICA

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SLOVAK AGENCY FOR INTERNATIONAL DEVELOPMENT COOPERATION

OUR PRINCIPLES OF INTERVENTION

HOLISTIC APPROACH

- Support to Actors of the ecosystems as catalysers of collaborations and synergies for creating **comprehensive, interdependent and integrated entrepreneurial ecosystems.**
- **No direct support to entrepreneurs.**
- **Link with the TEI IYBA** and related projects and initiatives is constantly sought for greater impact.

COUNTRY-SPECIFIC DESIGN

- All Country Action Plans are different
- They are prepared with country stakeholders, resulting in contextualized and fully **tailor-made** work programmes ensuring **ownership and sustainability.**



LONG-TERM, SUSTAINABLE APPROACH

Country strategies are developed for the whole duration of IYBA-SEED to obtain durable impacts with an emphasis on **local ownership of interventions.**

REGIONAL EXCHANGES

Networking and fostering exchanges between ecosystems of the target countries and beyond, so that ecosystems can learn and benefit from each other.

OUR INTERVENTION LOGIC

AN ECOSYSTEM STRENGTHENING APPROACH

- The project aims to support the **development of entrepreneurial ecosystems** and to strengthen a variety of AoEEs to provide **Business Development Services (BDS) – both financial and non-financial - to early-stage entrepreneurs.**
- Expected impact is to contribute to create **decent jobs for young people and women,** for more resilient economies.

Strengthening **Actors of Entrepreneurship Ecosystem (AoEE)** (target beneficiaries)

AoEEs

Entrepreneurship Support Organisations (ESOs) such as Incubators, entrepreneurship associations, chambers of commerce, etc.

Policy makers, public leaders such as government agencies, think tanks, advocacy organisations

Communicators such as media, influencers, community leaders, etc.

Educators and developers of human capital such as universities, technical and vocational training centres, etc.

Financial Actors such as Angel investors, venture capital funds, Microfinance Institutions, etc.

To increase access and the quality of the BDSs provided to **SEED Beneficiaries** (primary beneficiaries)

SEED Beneficiaries

- Early-stage entrepreneurs and businesses, seed and pre-seed, especially those led by **women.**
- Businesses led by **young entrepreneurs,** especially **young women.**

Young people (18-35) and **women** (of all ages) (final beneficiaries)

IYBA-SEED COMPONENTS

OUR **OBJECTIVES** ARE **REFLECTED** IN FOUR **COMPONENTS**



Capacity Development and Networks
Strengthening and connecting entrepreneurship ecosystems



Business Environment
Contributing to conducive rules, regulations and policies



Entrepreneurial Culture
Promoting entrepreneurial culture



Ecosystem Mapping and Knowledge Sharing
Compile and disseminate knowledge, lessons learned, and best practices



WHERE WE STAND

HIGHLIGHTS OF OUR WORK

269

PARTICIPANTS

in in-country and multi-country seminars, dialogues, workshops on business environment and investment climate

88

INSTITUTIONAL ACTORS & ADVOCACY GROUPS

benefited from capacity building activities

185

STAFF FROM INSTITUTIONAL ACTORS

and advocacy groups benefited from capacity building activities

1,882

INDIVIDUALS

reached by IYBA-SEED's entrepreneurial culture products

14

KNOWLEDGE PRODUCTS

created, communicated and shared in multi-stakeholder events

885

INDIVIDUALS

have accessed knowledge products through project communication channels

CAPACITY DEVELOPMENT AND NETWORKS

COMPONENT 1

Capacity Development and Networks
Strengthening and connecting entrepreneurship ecosystems



IMPROVE ACCESS FOR SEED BENEFICIARIES TO FINANCIAL AND NON-FINANCIAL BDS PROVIDED BY AOEES THROUGH STRENGTHENED AND CONNECTED ENTREPRENEURSHIP ECOSYSTEMS (NATIONALLY AND INTERNATIONALLY).

OUR MAIN ACTIVITIES

BENIN



Developed the initiative CLEE: ***"Local Centers for Entrepreneurship and Employment"*** and launched the first Open Call to identify and select proposals to create future CLEEs.

KENYA



Launched a study on assessing **the appropriateness of available financial products and services for SEED and pre-SEED entrepreneurs.**

SENEGAL



- Technical assistance provided **to support BDS providers' network** Sénégal Accompagnement in structuring their network including governance, strategic positioning and service offering.
- Designed a national **capacity-building programme to support 30 BDS** providers on strategic and operational aspects.

SOUTH AFRICA



Weavers pilot-approach was designed. 56 Weavers were selected and the training programme was designed.

TOGO



Designed a national **capacity-building programme to support about 15 BDS providers** on strategic and operational aspects.

REGIONAL



Designed a **regional capacity building programme for 12 BDS providers from the 5 implementing countries** supporting the regional expansion of entrepreneurs in **green industries.**

FOCUS ON SOME ACTIVITIES

SOUTH AFRICA

WEAVERS' CONCEPT

IYBA-SEED in South Africa is deploying a pilot approach aimed at developing ecosystems or sub-ecosystems around agents of change and catalysts of innovation, so-called "weavers". Weavers represent ecosystem stakeholders with a proven track record of brokering relations, promoting synergies and collaboration within ecosystems. They are selected ESOs, BDS, and individuals **with strong leadership and communication skills, enthusiastic about fostering gender and inclusion awareness and promoting entrepreneurial culture.**

As a first step, a specific training was designed in order to build the capacity of weavers to assume a **catalyst role of change agent** in their respective ecosystems. The training is envisaged as a "train-the-trainer" approach and focuses on the following topics: What is an ecosystem? What is my role in the ecosystem? How to identify (other) weavers? How does my ecosystem relate with the pillars of ecosystem development?

56 individuals (66% of women) representing **24 ecosystems** from across South Africa were selected to be trained.

The next step is to support Weavers to assess their ecosystems and to suggest **co-created solutions and concrete proposals about how to develop their ecosystems.** These will be used as a basis for the selection of ecosystems to be supported by IYBA-SEED in South Africa.



FOCUS ON SOME ACTIVITIES



LOCAL CENTERS FOR ENTREPRENEURSHIP AND EMPLOYMENT (CLEE)

In Benin, IYBA-SEED focuses particularly on **strengthening local ecosystems in the municipalities of the four southern departments:** Mono, Atlantique, Littoral and Ouémé.

In this context, a first open call for projects was launched in July 2024 to **support the creation and/or development of CLEEs - third places** - dedicated to entrepreneurship and employment in these territories, in partnership with the *Agence de Développement des Petites et Moyennes Entreprises* (ADPME) and the *Chambre de Commerce et de l'Industrie du Bénin* (CCI-Bénin).

The objective of these Centers is to provide **young people and women dedicated places to access information, training and entrepreneurial support, as well as events and networking opportunities at the local level.** The particularity of these initiatives is that they must be based on a **public-private partnership** at the local level between **an ESO and at least one local authority.**

The selected project leaders will benefit from a grant to improve the centre's material and human resources, making it attractive to young people and women. This funding must also contribute towards organising relevant activities. Technical assistance should enable the project leaders to strengthen their long-term economic model.





FOCUS ON SOME ACTIVITIES

CAPACITY BUILDING PROGRAMMES FOR BDS PROVIDERS



Diagnostics within the countries where IYBA-SEED operates have **highlighted the need to strengthen the capacities of BDS providers focusing on early-stage enterprises.** These structures often have **structural needs** (internal organization, business model, human resources) and **operational needs** (positioning in the ecosystem, programme design, quality of services offers to SEEDs).

By equipping these ecosystem actors with tailored tools, methodologies, and building strategic partnerships, IYBA-SEED aims to **create at country and regional level an inclusive, well-connected, and sustainable entrepreneurial landscape** that enhances business support services and financing mechanisms for SEEDs beneficiaries.

In 2024, the IYBA-SEED teams carried out the **preparatory phase for these specifics capacity building programmes that will be launched in 2025** in Kenya, Senegal, Togo and at the regional level.

In Kenya, the focus is on strengthening BDS providers in specific areas of their **service offering ranging from market access to financial literacy, including product certification.**

In Togo, the programme will focus on **developing synergies and common reference system of quality standards between BDS providers.**

In Senegal, a cohort of BDS providers with varying maturity levels, profiles and geographic diversity will be supported to **encourage complementarity in their offerings and foster joint programming.**

At the Regional Level, the programme will focus on **strengthening BDS providers to support the regional expansion of green entrepreneurship ecosystems** across the five countries.



MAIN ACTIVITIES EXPECTED IN 2025



KENYA
SENEGAL
TOGO
REGIONAL

- **BDS providers capacity building programmes:** launch and implementation of capacity development, mentorship and peer-learning programmes for BDS providers supporting SEED beneficiaries in Kenya, Senegal, Togo and at the regional level.





- **Inclusive finance:** development and test of new and/or adapted inclusive financial mechanisms for SEED beneficiaries including credit scoring or accounting tools, done with financial stakeholders in Kenya, Senegal, Togo and at the regional level.

- **Networks:** enhancement of ESO networks in regard to their value proposition and service offering to the ecosystem.



Visit our knowledge Hub

BUSINESS ENVIRONMENT
COMPONENT 2

Business Environment
Contributing to conducive rules, regulations and policies



CONTRIBUTE TO A BUSINESS ENVIRONMENT (BE) - RULES, REGULATIONS AND POLICIES - WHICH IS CONDUCIVE TO THE CREATION AND GROWTH OF SEED BENEFICIARIES

OUR MAIN ACTIVITIES

SUPPORTING AOEES IN ADVOCACY WORK

BENIN



- Organized of "tax audiences"- consultations with private sector stakeholders to understand their concerns and demands regarding taxation. Provided support to the AoEEs in drafting **fiscal reform proposals.**
- Provided support to **Social and Solidarity Economy (SSE) actors** in the creation of national study to facilitate policy advocacy.

KENYA



Facilitated exchange sessions with business associations **to increase coordination and effectiveness among business associations in conducting advocacy actions.**

SUPPORTING POLICY/REGULATORY REFORMS

SENEGAL



- Supported activities to **promote the enactment and implementation of Start-up Act in Senegal.**
- Supported the creation of a **registration & labelling platform for start-ups to benefit from the Start-up Act's advantages.**

TOGO



Supported **national consultations with MSMEs** around the promotion and implementation procedures of the **MSME Charter.** This charter regulates the status of MSMEs in order to confer benefits and assistance from the government.

REGIONAL



Launched of a **study on the business environment of alternative finance mechanisms** relevant to SEED beneficiaries

FOCUS ON SOME ACTIVITIES



PROMOTION AND ADVOCACY AROUND THE MSME CHARTER

Micro, small and medium-sized enterprises (MSMEs) are the fundamental pillar of the Togolese economy, representing **more than 90% of registered businesses generating nearly 40% of national GDP and contributing to 60% of job creation.**

In 2021, a new version of the **MSMEs charter** was published. It defines the status of MSMEs and provides for financial and non-financial assistance measures to support these businesses. By defining their rights and duties, it aims to encourage their formalization and promotes quality standards.

In this context, IYBA-SEED in Togo supported **national consultations with MSMEs** intended to inform and promote the charter among business leaders and to carry out advocacy work. Under the lead of *Groupement Togolais des Petites et Moyennes Entreprises* (GTPME) and *Réseau Togolais de Promotion de l'Entrepreuneriat* (RTPE), the consultations were held during **the first edition of SME Week in June 2024** and took place in **three regions** of Togo: Maritime, Plateaux and Kara. They brought together **300 participants,** representing MSMEs, including **15 professional and umbrella associations, public institutions and civil society.**

These consultations enabled stakeholders to **formulate concrete recommendations on the proper application of the measures and assistance provided in the Charter.** A **white paper** containing the MSME recommendations will be published and submitted for appraisal at government level in 2025.



FOCUS ON SOME ACTIVITIES

KENYA



STRENGTHENING ADVOCACY CAPACITIES FOR ESOS & BMOS

In Kenya, ESOs and Business Membership Organizations (BMOs) play a crucial role in supporting and fostering **the growth of youth- and women-led businesses.** However, **when it comes to engaging in advocacy initiatives, these organizations face significant challenges** such as limited resources, lack of coordination, limited access to reliable data and research, etc.

Together with **ecosystem stakeholders operating in Nakuru, Uasin Gishu, and Kisumu counties,** IYBA-SEED supported the development of a policy advocacy toolkit, designed to equip BMOs, ESOs, and MSMEs with the necessary tools and resources to enhance their advocacy and policy influencing efforts, and to contribute to creating a more supportive environment for youth and women entrepreneurs. **42 MSME stakeholders** and the **3 county governments** contributed to the toolkit development. This toolkit was designed to be a practical guide, including resources and guidance on strategic planning, stakeholder engagement, communication strategies, and monitoring and evaluation.



Capacity-building workshops followed, bringing together over **150 representatives from BMOs, ESOs, MSMEs, and county governments.** These workshops served as a platform for knowledge exchange, interactive training, and peer learning. Participants were introduced to strategies for engaging policy-makers, developing impactful advocacy campaigns, and navigating the complex policy environment. It also fostered stronger collaboration among ecosystem actors, ensuring a unified approach to policy advocacy in the three counties.

In 2025, **long-term coaching and mentorship initiative** will be implemented in phases, beginning with a validation of policy needs and prioritization. This will be followed by targeted policy advocacy and engagement efforts, culminating in the implementation and monitoring of policy changes.

MAIN ACTIVITIES EXPECTED IN 2025



BENIN
KENYA
SENEGAL
TOGO
SOUTH AFRICA
REGIONAL

- **Public-Private Dialogue (PPD):** establish/strengthen dialogue platforms, run policy gap assessments, and host multi-stakeholder workshops to align policies on entrepreneurship with local needs in Senegal, Togo, Kenya, South Africa, Benin and at the regional level.

- **Policy Implementation & Awareness:** launch awareness sessions and monitoring tools to enable entrepreneurs to understand and benefit from policies (e.g., Startup Act and Law on Women Economic Empowerment in Senegal, county frameworks in Kenya, Department of Small Business Development agreements in South Africa).

- **Startup Act & Legal Frameworks:** support the implementation of the Startup Act (with labelling platform) in Senegal and strengthen frameworks for entrepreneurship at national and municipal levels in Benin and Togo.

- **Ecosystem Coordination & Studies:** enhance the entrepreneurship business environment by conducting targeted studies (e.g., SSE in Benin, Global Entrepreneurship Monitor & youth employment in Togo, study on regulatory environments for Alternative Finance mechanisms) and strengthening coordination platforms and connection between ecosystem actors to improve evidence-based policy dialogue and influence in Kenya, Benin, Togo and at the regional level.

- **Advocacy & Capacity Building for ESOs/BMOs:** provide training and coaching in advocacy to push for entrepreneur-friendly reforms and regulatory improvements in Kenya, Benin, Senegal and South Africa.



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ENTREPRENEURIAL CULTURE

COMPONENT 3

Entrepreneurial Culture
Promoting entrepreneurial culture



PROMOTE A MORE INCLUSIVE ENTREPRENEURIAL CULTURE FOR YOUNG AND FEMALE ENTREPRENEURS THROUGH SENSITIZATION AND AWARENESS RAISING MEASURES AND SUPPORT OF ENTREPRENEURIAL SKILLS DEVELOPMENT AND GENDER-SENSITIVE APPROACHES IN EDUCATIONAL OFFERS.

OUR MAIN ACTIVITIES

TOGO



- Conducted a study on **entrepreneurial skills modules in university curricula** to formulate recommendations to better train students.
- Conducted a study on the promotion of **entrepreneurial culture in the Togolese media** and organized a workshop to **raise awareness among journalists** on this subject.
- **Supported for Global Entrepreneurship Week 2024,** held in Lomé.

SENEGAL



- Organized a **design-thinking workshop** with stakeholders supporting women entrepreneurship leading to a concrete action plan.
- Designed a communication campaign, which will include a **podcast,** to promote **women entrepreneurship.**
- Supported the **"Women's Investment Forum"** to leverage impact, scale-up visibility and ensure sustainability.

BENIN



- Organized a **pilot summer camp for young students** with entrepreneurial projects in order to **promote and develop entrepreneurial spirit.**
- Supported the first edition of the **Month of Entrepreneur**ship to create **public awareness on entrepreneurship and its opportunities.**

KENYA



Consultations and signing of an MoU with local partners for the development of standardized and practical **entrepreneurship training modules.**

REGIONAL



Conceptualized a Regional Awareness Campaign – in the form of short animated film on women entrepreneurship -, capitalizing on country-level activities. This film will be a **joint initiative with WE4A programme** (part of the TEI IYBA too) across all SEED and some additional WE4A countries.

FOCUS ON SOME ACTIVITIES



MEETING OF PLAYERS INVOLVED IN WOMEN ENTREPRENEURSHIP

On June 6, 2024, the IYBA-SEED team in Senegal brought together 15 Senegalese public and private partners involved in the development of women entrepreneurship in Senegal, for a **brainstorming and design thinking workshop** dedicated to the topic of **women entrepreneurship and to the strengthening of related ecosystem.**

The objective was to identify and develop activities to tackle the most pressing issues in this area to be implemented as part of IYBA-SEED. The discussions resulted in a list of possible approaches for action, highlighting particularly the need to create spaces for dialogue around women entrepreneurship, to **tackle gender stereotypes,** to raise awareness of the **barriers to women entrepreneurship,** and, among other things, to promote **inspiring role models.**

As a concrete follow-up, **a nation-wide communication campaign** will be launched in 2025 to highlight women entrepreneurs and their journey in Senegal. This campaign will include the development of a **podcast.**



Know more

FOCUS ON SOME ACTIVITIES



THE MONTH OF ENTREPRENEURSHIP (MEB)

The Month of Entrepreneurship Benin 2024 (MEB 2024) took place throughout November 2024 with the objective of **promoting and energizing Benin's entrepreneurial ecosystem.** This first edition, co-organized by Agence de Développement des Petites et Moyennes Entreprises (ADPME), IYBA-SEED Benin and other key stakeholders, brought together hundreds of entrepreneurs, experts, and decision-makers **to strengthen the role of entrepreneurship as a driver of economic and social development.**

The IYBA-SEED team helped to forge sustainable partnerships between stakeholders, while strengthening ADPME in its role as a one-stop shop for MSMEs. The dynamic synergy supported by IYBA-SEED aimed to **create a strong brand with increased visibility in the local and mainsteam media to raise public awareness of entrepreneurship and its opportunities.**

The opening day brought together **more than 800 participants, including 600 students**.
Three days were dedicated to the 'ecosystem', allowing participants to discuss the challenges of entrepreneurship and identify solutions adapted to local realities.

The success of MEB 2024 paves the way for this major event to become an annual *rendez-vous.*



MAIN ACTIVITIES EXPECTED IN 2025



KENYA
SENEGAL
TOGO
SOUTH AFRICA
REGIONAL

- **Entrepreneurship skills:** integration of entrepreneurial skills modules in secondary education like STEP programme in Togo, "Entrepreneurship Promotion" label in Benin, standardized online entrepreneurship curricula in Kenya.
- **Promote and raise awareness on women entrepreneurship:** identification of success stories around role-models and development into communicable formats for different awareness-raising formats (social media, podcast, community and sectoral events etc.) in all SEED countries. At the regional level **production of a short animated film** to capture and retrace typical, exemplary journeys of women entrepreneurs across all SEED countries. Mass-media and localized dissemination is envisaged for 2026 at the regional level.
- **Training and coaching:** targeted trainings and coaching of media representatives and influencers for impactful story-telling on entrepreneurship in Togo.





Visit our knowledge Hub

ECOSYSTEMS MAPPING AND KNOWLEDGE SHARING

COMPONENT 4



Ecosystem Mapping and Knowledge Sharing

Compile and disseminate knowledge, lessons learned, and best practices



PROVIDE, UPDATE AND IMPROVE ACCESS TO ENTREPRENEURIAL ECOSYSTEM MAPPINGS AND FACILITATE ACCESS TO FORMAL AND LESS FORMAL RELATED KNOWLEDGE BY CONNECTING PEOPLE. PROMOTE FURTHER DISSEMINATION OF EXISTING KNOWLEDGE.

OUR MAIN ACTIVITIES

BENIN



Mapping and analysis of 3 key sectors: pottery, mechanics and horticulture in the four coastal departments of Benin to better tackle SEEDs needs.

KENYA



- **Mapping and analysis** of ESOs and Business Members Organizations.
- Developed a **Policy Advocacy Toolkit to support ESOs** and Business Associations in their advocacy role.

SENEGAL



Produced a **mapping on women entrepreneurship** that was shared with key stakeholders involved in women entrepreneurship.

SOUTH AFRICA



Deep-dive diagnostic on entrepreneurial ecosystems was shared with local stakeholders through The Global Entrepreneurship Congress 2024 in Cape Town

TOGO



An in-depth assessment of the entrepreneurial ecosystem was carried out, and the results were **shared with local stakeholders during a validation workshop.**

REGIONAL



A regional digital platform (IYBA-SEED Hub) was developed to organise information and facilitate access to formalised knowledge for entrepreneurial ecosystem actors. All project knowledge products will be accessible at iyba-seed.eu.

FOCUS ON KNOWLEDGE PRODUCTS

DIAGNOSTICS OF ENTREPRENEURIAL ECOSYSTEMS IN IYBA-SEED COUNTRIES

One of our first achievements was to conduct an **in-depth assessment of the entrepreneurial ecosystems in the five countries** in which the project operates. These studies were carried out in 2023 **and were presented to local stakeholders and widely disseminated** in 2024.



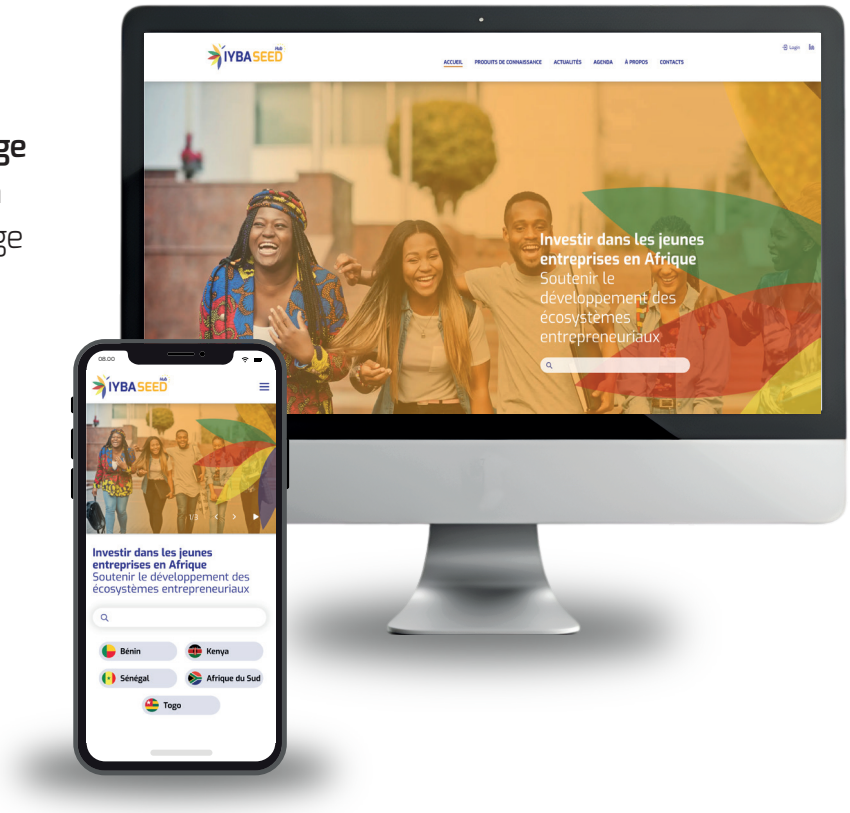
Discover all our Knowledge Products

FOCUS ON KNOWLEDGE PRODUCTS

IYBA-SEED KNOWLEDGE HUB

The IYBA-SEED team has developed **a digital platform, the IYBA-SEED Hub to organize and share information and facilitate access to formalized knowledge** for entrepreneurial ecosystem actors in Africa. All IYBA-SEED finalized knowledge products will be accessible at www.iyba-seed.eu. The platform will also disseminate knowledge product produces by other TEI IYBA actors as well as other projects sharing similar ecosystem strengthening approach.

Thanks to this Hub, which is **free and open to all,** anyone interested in entrepreneurship development issues in Africa will be able to access many types of content: detailed mapping of entrepreneurial ecosystems, specialized sectoral or national studies, training courses, videos, podcasts, international studies, events, etc., and connect with other players in the sector.



Visit our knowledge Hub

www.iyba-seed.eu

The platform will be launched in early 2025.

FOCUS ON KNOWLEDGE PRODUCTS

MAPPING OF WOMEN ENTREPRENEURSHIP IN SENEGAL

Although women represent nearly **40% of entrepreneurs in Senegal** and **contribute significantly to job creation,** they still face **gender-specific challenges,** such as difficulties accessing productive resources, the volume of domestic work, social norms, etc.

In order to better understand the dynamics and actors involved and to design meaningful interventions, the IYBA-SEED Senegal team has carried out an assessment of the situation of women entrepreneurship in the country. Based on a review of available resources and interviews with relevant stakeholders, the mapping provides **an overview of various public and private structures and programmes** that train, support, advise, and offer networking opportunities to Senegalese women entrepreneurs at the local, regional, or international levels. It also includes a selection of studies, reports, books, academic research, and scientific articles that provide insights into women entrepreneurship in Senegal, as well as an additional directory of other relevant initiatives and organizations focused on women leadership and entrepreneurship.



Access to this maping

MAIN ACTIVITIES EXPECTED IN 2025



KENYA
SENEGAL
TOGO
SOUTH AFRICA
REGIONAL

- Development of training material and knowledge products including **a video and documentation on the weaver approach** in South Africa.
- Support for the **digitalisation and regular updating of the mapping of ecosystem actors** and their field of intervention in Togo.
- Support to initiatives/projects to produce **knowledge products focused on women entrepreneurship** in Senegal.





- Dissemination of **specific studies and mapping** in all countries and at the regional level.
- Launching of **the IYBA-SEED knowledge platform** and further development based on monitoring results at the regional level.
- Launching of the **first thematic exchange sessions (online and in-person)** between entrepreneurial ecosystems' actors of the different countries.

Visit our knowledge Hub

ACRONYMS

AoEE	Actors of the Entrepreneurial Ecosystems
ADPME	Agence de Développement des Petites et Moyennes Entreprises - Benin / SMEs Development Agency
BMZ	Bundesministerium für wirschaftzliche Zusammenarbeit un Entwicklung / Federal Ministry for Economic Cooperation and Development
BDS	Business Development Service
BE	Business Environment
BMOs	Business Membership Organizations
CAP	Country Action Plan
DSBD	Department of Small Business Development
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
ESO	Entrepreneurial Support Organisation
EU	European Union
EF	Expertise France
FSO	Financial Support Organisation
GTPME	Groupement Togolais des petites et moyennes entreprises - Togolese Network of SMEs
IYBA-SEED	Investing in Young Businesses in Africa & Supporting Entrepreneurial Ecosystems Development
MoU	Memorandum of Understanding
MEB	Month of Entrepreneurship in Benin
PPD	Public Private Dialogue
RISAT	Réseau des Incubateurs et des Structures d'Accompagnement du Togo
SAIDC	Slovak Agency for International Development Cooperation
SME	Small and Medium Enterprises
SNV	Stichting Nederlandse Ontwikkelingsorganisatie - Netherlands Development Organisation
TEI	Team Europe Initiative
RTPE	Togolese Network for the Promotion of Entrepreneurship

IMPRINT

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This short report was compiled on the basis of the 2024 internal annual report. Its purpose is to provide concrete overview on some of the activities carried out and launched at the country or regional level within the framework of IYBA-SEED. It is published in October 2025.

The IYBA-SEED Knowledge Hub is online since April 2025 and contains a large amount of additional information and materials related to the intervention of IYBA-SEED.

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URL Links: responsibility for the content of external websites linked in this publication always lies with their respective publishers.

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EXPERTISE FRANCE
GROUPE AFD

Expertise France - A public agency, Expertise France is an interministerial player in international technical cooperation and a subsidiary of the French Development Agency (AFD Group). The second largest agency in Europe, it designs and implements projects that sustainably strengthen public policies in developing and emerging countries. Governance, security, climate, health and education are all key areas in which AFD is involved, working alongside its partners to help achieve the Sustainable Development Goals (SDGs). #For a world in common.

www.expertisefrance.fr

Enabel

Enabel is the Belgian development agency with a mission to implement and coordinate the Belgian international development policy. Enabel is a public agency, which manages development projects for the account of the Belgian Government and other donors. This way, Enabel actively contributes to the global efforts for sustainable development. Enabel primarily implement projects in the 14 Belgian priority countries – which are located on the African continent and the Middle East Region. Enabel wants to contribute with its experience and expertise in five specific domains: Peace and Security, Climate Change and the Environment, Social and Economic Inequality, Urbanisation, and Human Mobility.

www.enabel.be

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a global service provider in the field of international cooperation for sustainable development and international education work, with 25.422 employees. GIZ has over 50 years of experience in a wide variety of areas, including economic development and employment, energy and the environment, and peace and security. Our business volume is around 4 billion euros. As a public-benefit federal enterprise, GIZ supports the German Government – in particular the Federal Ministry for Economic Cooperation and Development (BMZ) – and many public and private sector clients in around 120 countries in achieving their objectives in international cooperation. With this aim, GIZ works together with its partners to develop effective solutions that offer people better prospects and sustainably improve their living conditions.

www.giz.de

SLOVAK AGENCY FOR INTERNATIONAL DEVELOPMENT COOPERATION

Slovak Agency for International Development Cooperation contributes to the fulfilment of the goals of the 2030 Agenda for Sustainable Development of the United Nations. SAIDC ensures the implementation of development cooperation and humanitarian aid by building capacity, sharing experience, sending volunteers and experts, along supporting the business environment following the Medium-Term Strategy of Development Cooperation of the Slovak Republic for 2024 to 2027.

In carrying out its activities, the agency strives to apply the principle of belonging and so contributes to much needed change in the developing world. Already for 20 years, under the SlovakAid brand, SAIDC is expanding constantly and is working hard to address major global challenges. Whether through Team Europe Initiative projects, or projects implemented by our Slovak and foreign implementation partners, we strive to be part of a global effort to eliminate inequality and poverty, and thus improve the living conditions of people in developing countries around the world. SAIDC is a public body founded by Ministry of Foreign and European Affairs of the Slovak Republic.

www.slovakaid.sk

SNV

SNV is a global development partner driven by a vision of a better world: a world where across every society, all people live with dignity and have equal opportunities to thrive sustainably. SNV aims to make this a reality through its mission to strengthen capacities and catalyse partnerships in the 20+ countries its staff are rooted in. By doing so, all SNV works towards systems transformation, and builds capacities for a long-lasting impact beyond project finalisation. Inspired by the transformational principles and objectives set out by the Sustainable Development Goals (SDGs), and SNV is committed to: building resilient agri-food systems that deliver food security and adequate nutrition ; increasing the reliability and availability of water and sanitation at an acceptable quantity and quality; improving access to affordable and sustainable energy for all. In doing so, SNV aims to strengthen institutions, markets and effective governance within these spheres, reducing gender inequalities and barriers to social inclusion and enabling adaptation and mitigation to the climate and biodiversity crises.

www.snv.org

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