



THE CREATIVITY FOR EMPLOYMENT AND BUSINESS OPPORTUNITY (CEBO) INITIATIVE

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BACKGROUND TO CEBO

CEBO

is a Six (6) day Regional Youth Entrepreneurship program that targets Maginalized youth for the purpose of creating:

- 1.** Self employment
- 2.** Youth Empowerment
- 3.** Renewed Hope
- 4.** Youth Engagement

BACKGROUND TO CEBO

The report of the CCYD “Eye on the Future, Investing in Youth Now for Tomorrow’s Community” highlighted that youth unemployment levels throughout the region are among the highest in the world.

Consequently, CARICOM Heads of Government established youth entrepreneurship development as a regional priority for countering youth unemployment, mitigating drug abuse, crime and violence and fostering economic resilience.

CEBO GOALS

- **To prevent and reduce levels of violence and crime in Member States through a cross-sectoral and multidisciplinary approach, focused on groups at risk of engaging in violent behaviour and criminal activities**
- **To enhance the capacity for sustainable livelihood among unattached youth in CARICOM Member States**

CEBO GOALS

- To promote entrepreneurship development as a priority for countering youth unemployment, mitigating drug abuse, crime and violence and fostering economic resilience in the region;
- To improve social and economic inclusion/development and resilience of out-of school youth.

CEBO PHASES

The **CEBO Pilot** project was supported by the Government of Japan, the Government of Italy through the UNDP Youth Innovation Project and USAID:

CEBO Second Phase supported by Government of Spain and USAID

CEBO PHASES

- **CEBO PILOT:** in five CARICOM Member States; The Bahamas, Belize, Dominica, Jamaica, St. Kitts and Nevis (October 2012 –January 2013)
- **SECOND PHASE:** Antigua and Barbuda, Grenada, Montserrat, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago, Guyana (April 2014- December 2015)

THE DEVELOPMENT OF CEBO

The CEBO Manuals were developed in 2012 by a broad based Regional Technical Working Group (TWG) appointed by the CARICOM Secretariat.

Two manuals were developed:

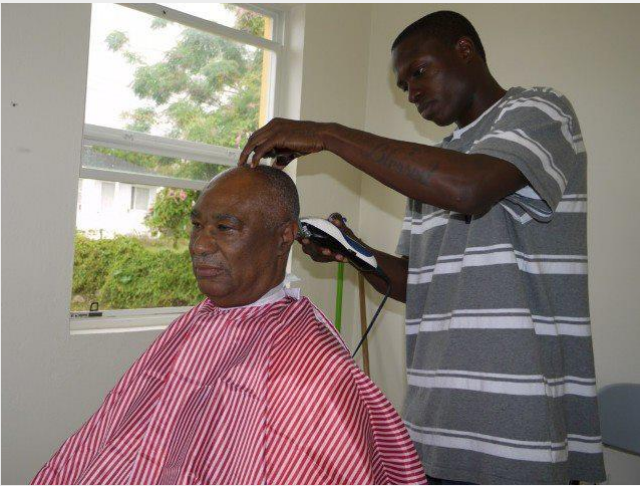
- i) The Workshop Facilitation Manual;
- ii) An Entrepreneurship Manual for Young People in CARICOM.

THE CEBO MODEL

- ① PARTNERSHIP MEETINGS
- ② REGIONAL CEBO TRAINING OF TRAINERS
- ③ NATIONAL COMMUNITY BASED WORKSHOPS
- ④ BUSINESS DEVELOPMENT WORKSHOPS
- ⑤ NATIONAL TRAINING OF TRAINERS
- ⑥ CEBO BANK

CEBO COMMUNITY BASED WORKSHOPS

- Over a period of six days, participants set up and staff simulated companies, develop a basic business plan and create, market and sell products and services using seed money provided by the “Bank of CEBO”.
- At the end of the workshop companies prepare a profit and loss statement; analyse their mistakes and successes and share profits



WHY IS CEBO UNIQUE?

- It was developed by Young People, facilitated by Young People for Young People
- Caribbean home grown Regional youth Entrepreneurship Programme that is sensitive to the Caribbean context and needs



BUSINESS DEVELOPMENT **WORKSHOPS**

- **As part of the Regional follow up to the CEBO initiatives, Business Development workshops were introduced**
- **Graduates of the CEBO Community Based Workshop are assisted and mentored in the development of their own Bankable Business Plans.**

CEBO RESULTS

No	Country	Dates	Number of Beneficiaries
1	Jamaica	4-8 October 2012	29
2	Belize	16-20 October 2012	26
3	St. Kitts	5-9 November 2012	30
4	Dominica	19-23 November 2012	25
5	The Bahamas	22-26 January 2013	19
6	Guyana	25-30 November 2013	31
7	Grenada	28 April- 4 May 2014	26
8	St. Vincent and the Grenadines	21-26 July 2014	25
9	Suriname	8-13 September 2014	32
10	St. Lucia	13-18 October 2014	31
11	Antigua and Barbuda	10- 15 November 2014	22
12	Montserrat	2-7 March 2015	24
13	Trinidad and Tobago	23-29 March 2015	26
Total youth trained (2012-2015)			346

CEBO RESULTS

INITIATIVE	NUMBER OF BENEFICIARIES	PERIOD
Regional Training of Trainers	36	August 2012-April 2014
National Trainer of Trainers	68	May 2014 –September 2015
Business development workshops	44	June-December 2015

SUCCESSSES

- **91% of participants said the training was “very” relevant**
- **80% rated their understanding of the materials presented as “excellent” or “good”**
- **97% rated knowledge and professionalism of CEBO facilitators as “excellent” or “good”**
- **84% were “satisfied” or “very satisfied” with the location and quality of the training facilities**

PARTICIPANT VOICES

- **“The workshop was great, educational, fun, and inspiring”**
- **“Very organized, very interesting and a great learning environment”**
- **“It was good but more time and individual guidance is needed”**
- **“This programme was truly motivational”**
- **“It has made me a more driven person”**

FOUR CRITICAL SUCCESS FACTORS

- ① Strong support and commitment from the Ministry of Youth and from the CARICOM Secretariat and good coordination with the partners in planning the workshop;
- ② A strong team of dynamic facilitators
- ③ Carefully selected participants who are interested and committed
- ④ Support from national partners and development partners (Youth organizations, Development Banks, small business agencies, Chambers of Commerce, Government of Japan, USAID and UNDP Youth Innovation Project, Government of Spain)

FOLLOW-UP

- ① Some companies hired by the Ministry of Youth or other partners to supply services (especially catering) (Belize);
- ① The Governments of The Bahamas and St. Kitts and Nevis have funded and implemented additional CEBO workshops
- ① Two companies in Jamaica are still operational: Extra Entertainment and Graffix Pro

FOLLOW-UP

- The Government of St. Vincent and the Grenadines hired a CEBO Officer, and three companies are still operating
- In Suriname 1 group started a photography business
- One CEBO graduate in St. Kitts and Nevis won EC\$ 5,000 to advance Business and has benefitted from follow up training

RECOMMENDATIONS

- Continued support for promising CEBO graduates – mentoring, internships, incubators, business plan development, business training
- Access to start up capital or equipment
- Publicity – documentary, magazine or on-line publication with profiles of successful CEBO participants
- Allocation for CEBO in national budgets

RECOMMENDATIONS

- ① Strengthen partnerships at the national level
 - Youth and Education Ministries
 - Development Banks
 - Small Business Support Organizations
 - Training institutions
 - Chambers of Commerce
 - Youth Organizations
- ① Scale up CSME and regional relevance



THANK YOU!