

**FACT SHEET:
YOUTH ENTREPRENEURSHIP CAMPAIGN 2010**



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1. CAMPAIGN RATIONALE

The Youth Entrepreneurship Campaign 2010 (YEC2010) is a partnership for promoting youth entrepreneurship in South Africa. It is a joint initiative of Umsobomvu Youth Fund, South African Youth Chamber of Commerce and NAFCOOC Youth.

Vision of the Campaign

- To increase the total entrepreneurial activity amongst young people in South Africa.

Mission of the Campaign

- To mobilise youth and other relevant stakeholders to engage in efforts that will increase the total entrepreneurial activity amongst South Africans, especially the young people.
- To conduct promotional campaigns in order to create awareness and encourage the culture of entrepreneurship amongst the youth.
- To lobby and advocate for an environment which is conducive for young entrepreneurs to start, grow and sustain their businesses.

2. Objectives of the project

The campaign is guided by three main objectives that inform its operational activities. These are:

- To increase South Africa's Total Entrepreneurship Activity (TEA) and thus improve the country's total entrepreneurial activity ranking amongst developing countries by 2010.
- To address factors that hamper new entrants and growth of existing youth-owned enterprises.
- To contribute towards the achievement of the 6% target for national economic growth.

The YEC2010 has developed three main pillars to guide its approach, strategy, and operational agenda. The pillars are:

Pillar 1: Entrepreneurship Awareness, Education and Skills Training

The campaign plays an active role in encouraging projects aimed at transferring knowledge, creating awareness of opportunities and available assistance and support to young people where their entrepreneurial needs are concerned. The campaign acts as a youth-focused conduit of information, products and services generated by other organisations including partner organisations.

Pillar 2: Access to Finance, Procurement and Business Support

The campaign encourages the provision of finance, procurement opportunities of business support to young people to enable the development and sustainability of youth owned enterprises. Organisations are encouraged to develop policies and programmes that promote access for the youth.

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Pillar 3: Legislation, Regulation and Policy

The campaign works with relevant organisations to advance the interests of young entrepreneurs to minimise regulatory, legislation and policy hurdles that may hamper the development of young enterprises.

3. Youth Entrepreneurship Campaign 2010 achievements and plans

As part of its strategic approach that will inform its operational plans and activities, the campaign developed flagship categories that have measurable outcomes. The table below provides details about the categories and related objectives:

Y-INFO	MYMENTOR™	Y-SESSIONS
This is a category for initiatives aimed at providing developmental information to young entrepreneurs and facilitates networking between entrepreneurs.	This is a category for mentorship initiatives aimed at linking volunteer mentors with entrepreneurs needing advice and support.	This is a category for entrepreneurship outreach initiatives, exhibitions and workshops to campuses, rural areas and schools.
Y-PROCURE™	FUTURE 100™	Y-STARTUP™
This is a category for programmes/initiatives aimed at improving access to procurement opportunities by the private and public sector.	This is an inspirational recognition programme to identify, acknowledge and promote the top 100 most promising emerging young entrepreneurs in SA.	This is a category for initiatives targeted at encouraging entrepreneurs to start their businesses by offering entrepreneurship education training and recognition through business plan competitions.
Y-FINANCE	Y-SUPPORT	Y-POLICY
This is a category for initiatives providing young entrepreneurs with access to finance. The campaign also exposes young entrepreneurs to these opportunities and encourages them to apply for assistance.	This initiative is a category for initiatives providing access to business development support for young entrepreneurs. The campaign also exposes young entrepreneurs to the support initiatives and encourages them to apply for assistance.	This is a category for initiatives aimed at removing/reducing hurdles (hassle-factor) caused by policy, regulations and legislation. It also includes the establishment of strategies aimed at emerging entrepreneurs.

The table below presents achievements and future plans for the Youth Entrepreneurship Campaign flagship category initiatives:

Y-INFO	MYMENTOR™	Y-SESSIONS
The Y-Info category includes BIZJAM which is an internet networking and linkage portal for young entrepreneurs. BIZJAM™ is fully	The MyMentor category is supported by UYF's Volunteers in Action Youth Enterprise Mentorship Programme. The programme has 699 young entrepreneurs	The Y-Sessions category includes SMARTSTART™ workshops for aspiring entrepreneurs. Achievements include various SMARTSTART™

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<p>functional on www.bizjam.co.za and approximately 1000 young entrepreneurs from across all provinces have registered on BIZJAM™ to date. The website has 41 000 page views per day.</p>	<p>and 299 mentors on the database. Peer mentorship currently takes place on the BIZJAM™ website.</p>	<p>roadshows which were conducted in five provinces, that is, Western Cape, Eastern Cape, KwaZulu Natal, Limpopo and the Northern Cape. Other provinces will be covered in 2008. Universities visited include Fort Hare and Walter Sisulu universities.</p> <p>Roadshows have been identified as one of the powerful mechanism for reaching out to young people, particularly in rural areas. Rural areas visited during the roadshows include Kuruman, Sekhukhune and Alice.</p> <p>The campaign has made SMARTSTART Host City Presentations to World Cup 2010 host cities including eThekweni, Mangaung, Polokwane, Nelson Mandela Bay, Mbombela and Cape Town. The presentations aim to encourage the support of young entrepreneurs.</p> <p>The campaign will also be hosting Business Opportunity Seminars to encourage the spread of 2010 World Cup benefits to areas beyond host cities and the football/ sports arena. The first seminar will be held in Limpopo.</p>
<p>Y-PROCURE™</p>	<p>FUTURE 100™</p>	<p>Y-STARTUP™</p>
<p>The Y-Procure category is supported by UYF's Business Opportunities Support Service (BOSS) which sources procurement and other business opportunities for youth and links young entrepreneurs with them. In the 2006/7 financial year, the initiative has secured R183, 7-million worth of procurement and business opportunities.</p>	<p>Plans for the launch of the Future 100 have been developed and Sowetan and Sunday World have come on board as media partners for the initiative.</p> <p>The plan is to launch Future 100 in January 2008.</p>	<p>The YEC2010 through the auspices of UYF participated in the business plan competition by creating a first ever youth category in the R20-million Enablis Business Plan Competition. The submissions for nominations closed in August 2007. 59 finalists were selected for judging in November 2007, of which 10 were young entrepreneurs and 2 were amongst the 19 winners.</p>
<p>Y-FINANCE</p>	<p>Y-SUPPORT</p>	<p>Y-POLICY</p>
<p>The Y-Finance category is supported by UYF's finance initiatives. To date over 22 000 young entrepreneurs have received loan finance from UYF.</p>	<p>The Y-Support category is supported by UYF's Business Consultancy Services Voucher Programme initiatives. To date over 28 000 business consultancy vouchers have been issued to young and female entrepreneurs.</p> <p>The campaign advocated for UYF to reduce the voucher fee from 10% of the cost of the voucher to a flat fee of R200.</p>	<p>The campaign signed an agreement with the University of Cape Town to conduct research on entrepreneurial activity in South Africa.</p> <p>The campaign also contributed to the development of the Youth Enterprise Strategy which was used an attachment to the Integrated Small Business Strategy.</p>

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- **Accreditation of Initiatives**

The YEC2010 is currently establishing an accreditation process, rules and procedures that will be used to assess and certify whether initiatives meet the objectives of the category as stipulated. Companies that meet the criteria will receive special recognition/ award.

- **Advisory Board**

The role of the Advisory Board is to stipulate and provide feedback on the initiatives of the campaign. This is a non-fiduciary structure onto which participation will be by invitation from the founding partners.