

Cultivons L'Esprit D'Entreprise (CLE)



With nearly 70 percent of the population under the age of 25, Burkina Faso's population skews young. Burkinabé youth, however, face difficult economic prospects. Despite national unemployment rates hovering around 5 percent in recent years, that figure jumps into the double digits for those aged 18 to 35. Female youth are disproportionately affected.

In response, many have resorted to self-employment in the informal economy, working as day laborers or engaging in small-scale trade to make ends meet. But they often struggle to transition their work into successful enterprises. Young entrepreneurs have difficulty accessing financial services. Their own limited business knowledge may hamper the growth of their operations. And female entrepreneurs often lack the advocacy and leadership skills to negotiate for themselves in business environments.

To help secure a prosperous economic future for Burkina Faso's youth, Tanager has partnered with the Foreign Trade and Development Cooperation of the State of Netherlands to provide specialized support for entrepreneurial activities. Cultivons L'Esprit D'Entreprise (CLE) harnesses the power of economic enterprise to **foster an inclusive environment for entrepreneurship, build entrepreneurial skills, and increase incomes of male and female youth in Burkina Faso.**

TECHNICAL APPROACH

CLE uses a funnel approach that initially provides broad support and then drills down into more targeted support for promising businesses and entrepreneurs. This ensures the greatest potential for success for

AT A GLANCE



Project Name: Cultivons L'Esprit D'Entreprise (CLE)

Location: East, Centre-Nord, Sahel, and Cascades regions of Burkina Faso

Project Years: 2020–2023

Funding Partner: Foreign Trade and Development Cooperation, The State of the Netherlands

Project Goal: Improve the economic prospects for Burkinabé youth (18–35) by supporting entrepreneurial endeavors

businesses while also modeling an approach to entrepreneurship support that can be applied by local partners in future. The project is leveraging Tanager’s impressive community connections in Burkina Faso to work with a consortium of local businesses – including LA FABRIQUE, WAKATLAB, and MEDIAPROD – to ensure sustainable growth across a number of sectors.

A mass marketing campaign promotes the benefits of entrepreneurship to more than 1 million citizens and offers training opportunities.

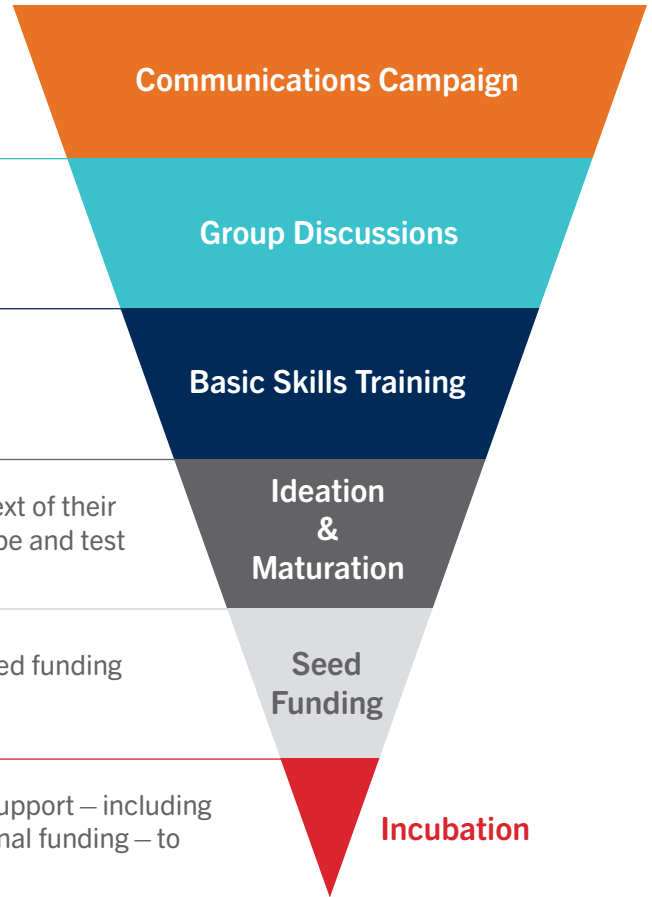
In-person meetings offer aspiring entrepreneurs the opportunity to ask questions and enroll in a basic training program.

Basic entrepreneurial skills training, featuring 21 training modules, is provided to 1,500 individuals.

Ideation camps train participants to assess their ideas within the context of their business environment. During maturation camps, participants prototype and test their ideas in the market.

The top 100 business ideas from the skills training sessions receive seed funding to develop their microenterprise.

Twenty-five of the most impactful ideas receive extended incubation support – including technical guidance, entry into an entrepreneurial network, and additional funding – to become established businesses.



“At the beginning I had no project, no ambition. Today, thanks to the training, I have a strong entrepreneurship desire and ... a project idea that I intend to realize.” —Adjara Sirima

PROGRAM IMPACT

2,432

Total female (1,348) and male (1,084) participants who completed basic entrepreneurial skills training



878

Youth (56 percent female) who turned their business ideas into viable projects



125

Business ideas (63 from aspiring female entrepreneurs) supported with seed funds totaling \$28,875



25

High-potential businesses (17 by female entrepreneurs) supported through incubation services



Tanager, an ACDI/VOCA affiliate, empowers people to realize life-changing economic and social opportunities. We have 30 years of experience in integrating gender empowerment and nutrition into agriculture, connecting people across the production supply chain, fostering access for women and other marginalized groups, and unlocking sustainable, climate-smart economic opportunities for all.

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