

News from Youth Business International

April 2011

A global network of independent initiatives providing young people with the opportunity to start and grow their own business



Canada announces Year of the Entrepreneur



Youth Business Russia continues growth on a number of fronts

1000th entrepreneur supported in Argentina

South Asia mentoring workshop



Canada announces Year of the Entrepreneur

Fantastic achievement reflects CYBF's success in driving youth entrepreneurship to the top of the national agenda

2011 marks the 15th anniversary of one YBI's most effective members – the Canadian Youth Business Foundation. At this time of celebration for the organisation, the need for its services are more pronounced than ever. Small businesses are essential to the economy and research shows 71% of Canadian small business owners set to retire within the next five to 10 years.

Recognising this, in January the Government of Canada announced that it was designating 2011 as the Year of the Entrepreneur. The purpose of the year long programme is to emphasise the contribution entrepreneurs and small business make to society and highlight the many ways that Canadians can support these vital economic drivers.

In a joint statement, CYBF and its partner the Canadian Federation of Independent Businesses (CFIB) said, "Year of the Entrepreneur initiatives will bring together like-minded organisations from across the country to exchange ideas, establish networks and collaborate

on partnerships that will help drive sustainable economic growth." Launching the initiative, Minister of State Rob Moore said, "As we move into the next phase of Canada's Economic Action Plan, Canada's outstanding entrepreneurs and the small and medium-sized business community will play even greater roles in securing our fragile economic recovery. Designating 2011 as the Year of the Entrepreneur marks the symbolic beginning of the new phase of that recovery."

Among the list of events planned for 2011 are:

- CYBF annual celebration event honouring and celebrating entrepreneurship in Canada.
- Launch of the 'CYBF Entrepreneur Educator of the Year Award' and the 'CYBF Entrepreneur Trailblazer Award'
- G20 Young Entrepreneur Summit (G20 YES), France 2011: Call for nominations to create G20 YES Canadian Delegation.

- Launch of exciting new programs: Innovation, Social Entrepreneur, Newcomer, and a commitment to invest in more than 600 new entrepreneurial start-ups in 2011.
- Extensive PR, media, social media and advertising campaigns.
- Educational seminars targeted at youth and business professionals – encouraging youth entrepreneurship and mentoring respectively.

"Through this designation, the Federal Government has shone a bright light directly on entrepreneurship – demonstrating that our collaborative efforts to build a more entrepreneurial Canada are paying off," says Vivian Prokop, CEO of the Canadian Youth Business Foundation. "This year, we will build upon this momentum to show the world that Canada is propelling economic recovery and growth through entrepreneurship."

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Above: Brothers Yan and Sébastien Gagnon of GG Telecom, one of many successful businesses supported by CYBF

Youth Business Russia continues growth on a number of fronts

Continued activity in Russia sees new initiatives launched and the programmes reach expanded

Youth Business Russia (YBR) became an accredited member of Youth Business International in early 2011, reflecting its success in launching a number of projects around the country since its creation in 2007.

YBR provides first-time entrepreneurs with start-up capital, advice and training in running their own business, as well as one-to-one mentoring by experienced entrepreneurs at business startup stage.

In the first few months of 2011, YBR expanded into a new region, started issuing loans in the Russian Far East and initiated a legal training programme with the support of law firm Hogan Lovells.

For more on what YBR's accreditation means, read the separate article on page 8.

Expansion into Novosibirsk Oblast

In March the Novosibirsk Oblast government headquarters hosted an official launch of the latest YBR programme.

The event attendees were welcomed by Sergei Nikolayevich Syomka, minister for industry, trade and private enterprise promotion of Novosibirsk Oblast. "The YBR programme is a programme of practical assistance to young people who decide to go into business for themselves. When granting a loan, we put emphasis on training, advice and assistance from mentors as a formula for business success," says Boris Tkachenko, head of the Russian branch of International Business Leaders Forum (IBLF) and manager of the programme. "It is very important for us that the programme is being implemented in coordination with local government authorities, businesses, and not-for-profit organisations," he stressed.



Above: Young entrepreneurs listen intently to expert legal advice from the Hogan Lovells team

Corporate legal advice programme gets underway in Kaluga

The city of Kaluga in the west of Russia has played host to its first-ever legal advice seminar for young entrepreneurs, which took place thanks to the pro-bono support of international legal firm Hogan Lovells.

Alongside the team from Hogan Lovells, representatives from Youth Business Russia and Oxfam, who provide services including grants and business planning, were also in attendance.

Held at the Government House in the city centre, the task of the seminar was to equip the participants with core skills around business law. The session gave an opportunity for young entrepreneurs to work with established legal professionals and receive advice and guidance on some of the many issues that face young start-up businesses.

In his opening words Michael Pugh, a Partner at Hogan Lovells, told the participants about his profession and introduced his colleagues. Participating entrepreneurs, with businesses as diverse as a photo shop, clothing boutique, food distribution company, car refurbishment outlet and a further education college also gave presentations.

Despite the freezing temperatures outside, these young entrepreneurs warmed up to the event quickly and were soon firing off a volley of questions on subjects as diverse as fire safety, distribution agreements, tenant-landlord rights, the application of competition law and court practice.

This kind of high quality technical assistance forms one of the core elements of the YBI model of support for young entrepreneurs and is essential in the continued success of YBI supported businesses.

1000th entrepreneur supported in Argentina

Fundación Impulsar in Argentina – one of YBI's longest standing members – recently celebrated supporting its 1000th entrepreneur.

Fundación Impulsar, which was established in 1999, is based in Buenos Aires and has a national presence across the country through its regional offices.

The 1000th entrepreneur was 33-year-old Pablo Adrián Ghergo, an electronic technician from the Province of Buenos Aires whose business

involves manufacturing and marketing audio systems. Pablo received a loan of US\$1750 to fund set-up of his workshop, the purchase of materials and tools, as well as marketing.

Pablo says that he is passionate about audio, and aims to become one of the most popular companies in the field of audio systems, offering the best entertainment and leisure home products.



Results from around the network in 2010

In 2010 YBI helped nearly 7,000 young entrepreneurs to start and grow their own business.

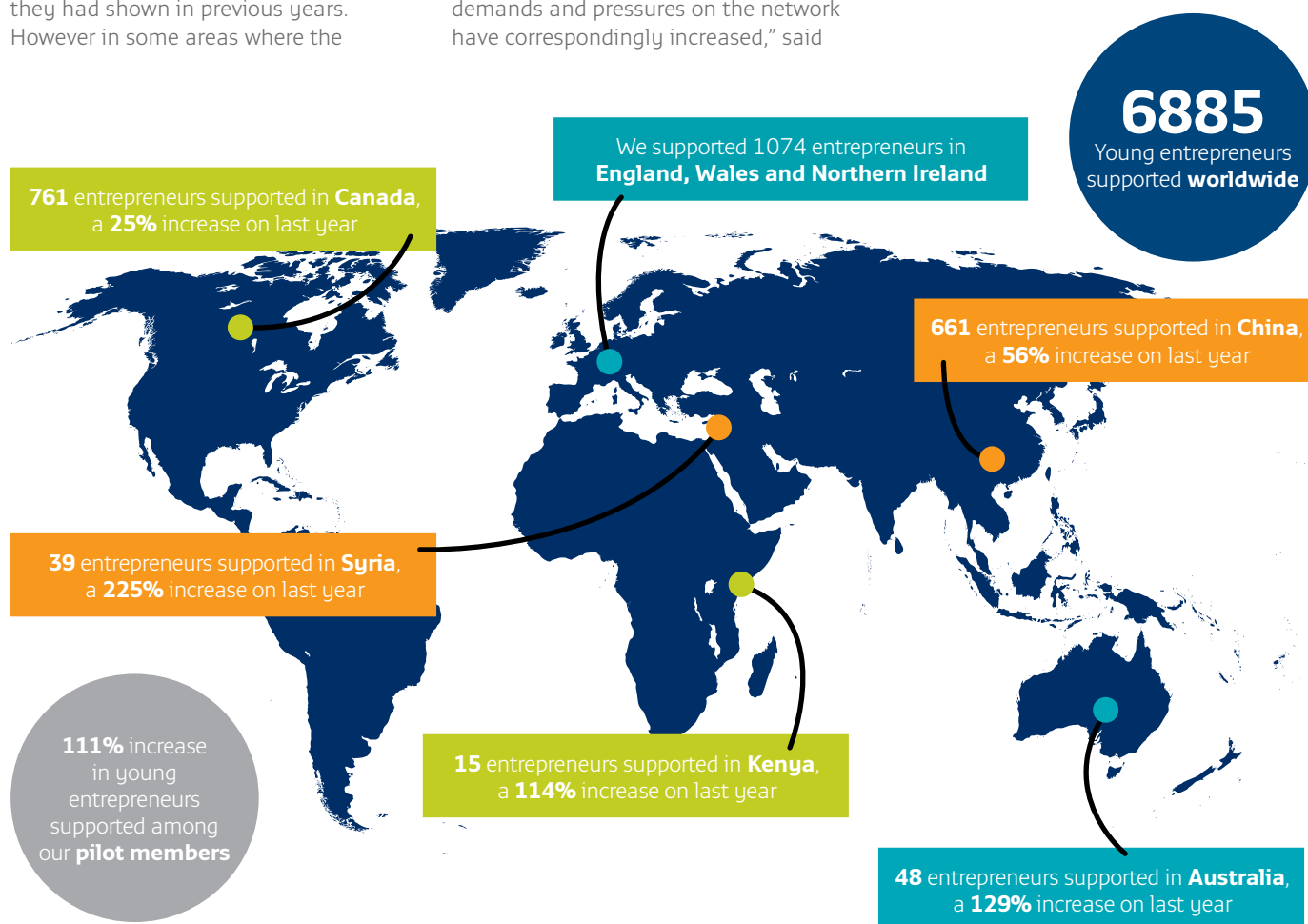
Data showed that many of our members, facing difficult economic conditions, struggled to maintain the growth that they had shown in previous years. However in some areas where the

youth employment is of particular concern, there was significant growth in numbers of entrepreneurs supported.

"With many members battling difficult economic environments with significantly less resources than they need, the demands and pressures on the network have correspondingly increased," said

Andrew Devenport, CEO of YBI.

"However by working together to place youth entrepreneurship at the centre of economic growth in each of our countries, then we can ensure that YBI continues to grow in future years."



YBI mentoring workshop in Chennai is a great success

Bharatiya Yuva Shakti Trust hosts YBI members from across the region for intensive training session

Between 8–11 March, YBI members from across South Asia participated in a mentoring workshop, supported by Accenture and the Commonwealth Foundation. The three day event brought together members from India, Bhutan, Nepal, Sri Lanka and Kenya.

Hoang Anh, Operations Manager for the YBI network team in London, flew out with expert trainer John Cull to facilitate the sessions in Chennai, the capital city of the southern state of Tamil Nadu.

The event allowed members to explore the key stages of implementing an effective mentoring programme and was very much focused on 'how-to' solutions to the challenges that the members faced within their own mentoring schemes. It also provided members with the opportunity to observe BYST's best practice and latest mentoring innovations in practice. Attendees were given a 'train the trainer' session, giving staff greater confidence in delivering their own training workshops. The workshop brought together member programmes of varying sizes and levels of development, providing excellent opportunities for knowledge sharing and inter-network learning.

Delegates were also able to visit some of the highly successful BYST mentoring chapters, which are very well attended and popular forums for mentors to get together, drive mentoring within their region and share experiences. They are very much led by mentors for mentors and as part of the workshop attendees were able to hear first hand how chapters operate. The enthusiasm of the BYST mentors and their willingness to share their experiences was a clear illustration of the importance of these networks in encouraging mentor retention. "BYST

has provided an outlet for me to spend a lot of my time helping others," said local mentor Mr Raju. "That's what I really enjoy in life, building relationships."

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Top: Participants receive certificates of completion for the three day mentoring workshop



Middle: Mr Raju speaking at one of BYST's mentoring chapter meetings



Right: One of the many successful BYST mentoring chapters

Guest column: Volunteer engagement at BYST - India

YBI's mentoring advisor John Cull shares his thoughts on mentoring and the crucial role it plays in the YBI model.



Above: John Cull, YBI's mentoring consultant

Mentoring is fundamentally about giving something back. Giving back to society was certainly in evidence at the recent South Asia mentoring conference, co-hosted with BYST in Chennai.

Take for example the case of D.K. Raju, who for many years has given his time freely as a volunteer business mentor. As well as his mentoring role, he also runs his own business Wine Legend India. As an IT and marketing professional, this youthful 67 year-old entrepreneur has his sights set on helping to make India a wine drinking society and to see India firmly on the global wine map over the next two decades.

This was only one of many memorable stories and experiences from the three day conference and it was heartening to see the progress made since 2007. At that time, BYST was supporting 100 businesses a year with each business employing ten other staff. However, after 'bumping' along with this number for many years there has now been a four-fold increase to 400 business starts each year. Through its mission, Employment through Entrepreneurship, BYST is now generating employment for 4000 young people each year. So, what has happened to make this possible?

BYST has developed partnership arrangements with Indian Bank and Bank of Baroda to make loans available. Each loan is further underwritten by the government credit guarantee programme. Also, mentors are encouraged to complete mentor-online, a mentor training accreditation scheme which combines six hours of on-line learning with ten hours practical training with a colleague mentor.

However, what has made this visit to Chennai so inspirational is the establishment of Mentor Chapters which have grown from a pilot scheme in 2007 to a fully implemented programme today. It has succeeded because volunteer mentors have been empowered to lead and manage their business programme with the support of a BYST Field Officer. Although there are challenges in passing ownership to volunteers, the benefits far outweigh the risks. But this cannot be achieved without Volunteer Engagement.

Employers recognise the importance of people being engaged in their work and it is no different for organisations 'employing' volunteers except for one major difference – whereas the employee relies on his job for his livelihood, the volunteer does not. This is where the main difference lies and why volunteers must be managed with special care.

But how do you measure and improve volunteer engagement? Gallup's employment engagement work is based on more than 30 years of in-depth research involving more than 17 million employees. Gallup has developed and identified some core elements that link powerfully to critical business outcomes. For example, motivated employees like to know:

- I have the materials and equipment I need to do my work right.
- In the last seven days, I have received recognition or praise for doing good work.

- My supervisor, or someone at work, seems to care about me as a person.
- There is someone at work who encourages my development.
- The mission or purpose of my organization makes me feel my job is important.
- This last year, I have had opportunities at work to learn and grow.

In this sense the relationship between YBI members and their volunteer mentors is no different. It is crucially important to set up structures that allow mentors to feel valued and engaged in the wider strategic direction of their work.

As we have seen from the exemplary work at BYST, volunteers are defining themselves in relation to the values they place on humanity. Volunteers express their generosity by sharing their knowledge.

Through volunteer engagement there are many positive outcomes. Our network members know this and that is why for the first time this year YBI will be celebrating Mentor of the Year alongside Entrepreneur of the Year.

Let's hear it for our volunteers – without them there would be no YBI!

If you would like to comment on John's article, you can contact him on johncull@wowmatters.com

News from around the network

Youth Business Hong Kong influences national debate on entrepreneurship

Youth Business Hong Kong, an accredited member of YBI, has been invited by the Trade and Industry Department, to participate in a large event for business start-ups. Over 300 young participants took part in a day of events to increase awareness of youth entrepreneurship and to share experiences.

Among the speakers were YBHK supported entrepreneurs including Michelle Wong who runs a nanny service centre, Vicky Ho and Kim Shek who run a baby product shop. This trio of young entrepreneurs gave tips on the best strategies for "Starting Up a Business with Small Capital" (see image).

In addition, YBHK has also been invited to advise the Hong Kong Government on whether it should set up a microfinance scheme in Hong Kong. YBHK will join the Microfinance Study Group, led by the Hong Kong Mortgage Corporation Limited which is wholly owned by the Government. This group will give YBHK the opportunity to influence policy and promote their own work, and that of YBI, to a wider audience.

Launched in 2005, YBHK is the nationally recognised leader in providing one-stop entrepreneurial services to local young people, including seed money, mentoring and business support. In the intervening years almost 100 young businesses have been supported by YBHK, with over HK\$5 million (US\$643,000) in approved loans to date.



Above: YBHK entrepreneurs Michelle Wong, Vicky Ho and Kim Shek share their experiences



Above: Delegates enjoy a presentation on Youth Business Hong Kong during the business start up event

Youth Business America receives mentoring from Canada

Proving that, even at an organisational level YBI is all about mentoring, March saw the staff of YBA head up to Canada to get some mentoring from CYBF in the skills needed to go from a one office business to a national organisation, which can support thousands of entrepreneurs and even influence government policy.

The "best of breed" training gave YBA an intensive learning opportunity from the mature and successful CYBF as the basis to lay an early and solid foundation which will be critical in the facilitation of YBA's planned expansion across the U.S.

"We are honoured to have been asked to mentor the Youth Business America program," says Vivian Prokop, chief executive officer of the Canadian Youth Business Foundation. "With our in-depth expertise, growth and success ratios in advancing entrepreneurship in Canada, we have built a globally-recognized model and are able to share valuable knowledge and IP with our American neighbours. We are very grateful for the collaborative support of Accenture Canada, which will allow CYBF to expand our reach and impact in building a true culture of youth entrepreneurship beyond our own borders."

The formal one-year mentorship between CYBF and YBA kicked off with a rigorous three-day integration workshop at the CYBF offices in Toronto.

BYBT shares knowledge and best practice

BYBT's Executive Director, Marcia Brandon, who also serves as the Caribbean Regional Technical Coordinator for the Caribbean Group of Youth Business Programmes, visited members around the Caribbean during February and March.

In early March Youth Business Trinidad & Tobago's new manager, Veronica Simon-Wallace visited BYBT for a week of training in the techniques, processes and procedures of managing a successful YBI member organisation.

She was also able to meet with BYBT's Project Coordinator and Financial Specialist, to view BYBT's programme management and impact system. Mrs. Simon-Wallace did not only learn from BYBT, but as a seasoned professional herself, she was also able to pass on some of her knowledge in the areas of systems management.



Above: Veronica Simon-Wallace studies the BYBT management and impact systems

News from around the network

Positive accreditation news for YBI members around the world



Left: Helen Gale (second left) from the YBI network team visits a Ukrainian entrepreneur during a recent accreditation visit.

The most recent meeting of the independent YBI accreditation committee saw good news for members in the Middle East and Europe.

YBI accreditation is the process by which YBI members are formally and independently recognised as meeting the principles and standards of YBI.

By using third-party assessors and an independent evaluation committee, YBI accreditation represents the transparency and impartiality that are essential components of brand value and credibility.

The Committee approved the accreditation of [Youth Business Russia](#) for the next three years, and commended the impressive development and

expansion of the programme since its inception (see separate story, page three).

[Youth Business Ukraine](#) had an assessment visit in February 2011. In spite of low temperatures, international assessors visited remote locations and held meetings with the Youth Business Ukraine Board, staff, young entrepreneurs, mentors and key partners. The YBI Accreditation Committee decided to approve the re-accreditation of Youth Business Ukraine without stipulations for the next three years. The Committee commended the quality and effectiveness of the programme and expressed a keen interest in the plans for growth.

The full assessment report stated that YBU's role in the Ukraine is unique in its funding of start-ups for young

people because it requires no business history, guarantees or collateral, the interest rate is less than half that charged by the banks. YBU provides rigorous scrutiny of plans initially followed by continuous training and mentoring and readily available expert advice about the bureaucratic aspects of business that entrepreneurs find so intimidating when setting up a business.

There was more good news in Israel where the accreditation committee also approved the reaccreditation of [Keren Shemesh](#) for the next three years. The committee were impressed with high standards and the significant results.

They called Keren Shemesh "a well governed, managed and financially stable organisation" and said that they were "successful in achieving their strategic objectives, establishing the infrastructure for further growth and development and complying with the principles, policies and standards of YBI."

Fashion designer recognised at Scottish JOLOMO awards

An Edinburgh based fashion designer has been revealed as the overall winner of the 2010/11 Jolomo Arts & Crafts PSYBT Award.

Bespoke womenswear designer, Judith R Clark, was presented with a £3,000 cash prize by renowned Scottish contemporary artist, John Lowrie Morrison [Jolomo] at the awards, which are organised by The Prince's Scottish Youth Business Trust (PSYBT). The Jolomo PSYBT Awards were launched in March 2008 with the help of a £10,000 donation from Jolomo to inspire more young people with arts and crafts backgrounds living in North West Scotland and the Highlands and Islands to set up their own businesses.

Judith completed her internship with fashion designer Alexander McQueen in London in 2006 and she now runs her own successful fashion studio in Haymarket in Edinburgh, thanks to funding and advice from PSYBT. Her bespoke designs, which have been showcased in the UK, New York and Tokyo, are made using Scottish wools and Harris Tweed, which is sent from the Hebrides by her great-uncle Donald who produces hand woven cloth on his loom in Shawbost.

As well as being inspired by her Scottish heritage, Judy's travels also influence her designs and choice of fabrics, which



Above: Some of the talented winners of this year's Jolomo awards in Scotland

include exclusive Nepali hand carved buttons, hand-dyed silks, vintage lace and other trinkets collected from foreign shores. Last year she was nominated designer of the year at the Scottish Style Awards 2009.

News from around the network

Eight YBI members participate in Global Entrepreneurship Congress in Shanghai

YBI colleagues from around the world joined an international entrepreneurship conference in Shanghai in March, organised by the Kauffman Foundation for country hosts and partners of Global Entrepreneurship Week.

The Global Entrepreneurship Congress, running for its third year, brought together over 100 entrepreneurship experts to plan the 2011 Global Entrepreneurship Week, which takes place in November. YBI is a global partner of the campaign and last year supported GEW in 17 countries.

Delegates shared experiences from their 2010 campaigns, discussing issues such as impact assessment, communications and partnerships.



Above: Roberto Urbieto, director at Fundacion Paraguaya, talks about Emprendimientos Juveniles, YBI's member in the country.



Above: Delegates mingle at the Global Entrepreneurship Congress in Shanghai earlier this month

Vivian Prokop, from Canada, participated in the opening ceremony whilst Steve Metcalfe from the YBI network team took part in a panel discussion with other GEW global partners Endeavor and Entrepreneurs' Organisation.

The other countries represented by YBI at the conference were: Barbados (see below), Belize, Dominica, India, Paraguay, Trinidad & Tobago and Ukraine.

YBI members in Barbados and Scotland receive awards for contribution to Global Entrepreneurship Week

At the Global Entrepreneurship Week Congress awards ceremony, the Barbados Youth Business Trust (BYBT) won the Champion Catalyzer Award for the most number of partners per capita during Global Entrepreneurship Week 2010.

BYBT, which won a similar award in the previous year, worked with 34

partners to run 325 activities during the week, reaching 7,600 individuals through the island. The Canadian Youth Business Foundation was a finalist in the Country of the Year award, having won the overall title last year.

Over in the UK, the contribution of the Prince's Scottish Youth Business Trust towards generating a culture of entrepreneurship was recognised by the organisers of GEW in the UK.

From over 700 organisations that applied to have their efforts recognised

as having made an 'outstanding impact' during 'Global Entrepreneurship Week' - PSYBT was one of just 131 entitled to carry the GEW seal of approval. In the UK, over 529,000 people attended 4812 events. During the week events which were part of the PSYBT contribution included the PSYBT Business Awards National Final at Glasgow City Chambers as well as an event highlighting enterprise opportunities to students in Perth.

Alejandra Arrellaga selected for "Entrepreneurship for Women Business Leaders" forum



The manager of YBI's member in Paraguay has been selected by the U.S. Department of State's Bureau of Educational and Cultural

Affairs to participate in an International Visitor Leadership Project for the Western Hemisphere entitled "Entrepreneurship for Women Business Leaders".

Alejandra Arrellaga, (pictured, left) who participated in the YBI Global Forum in Mexico last year, was selected from a long list of applicants to take part in this exciting and visionary international forum.

Her place was secured by the joint support of USAID Paraguay and the American Embassy of Paraguay - reflecting both Alejandra's continued hard work supporting young entrepreneurs in Paraguay and the impact that Emprendimientos

Juveniles is having on the ground.

The forum, which involves extensive travel and exposure to some inspiring female entrepreneurs and women-led businesses begins in Washington DC and takes in Kentucky, Utah and Dallas.

News from around the network



Youth Business Ukraine celebrates young enterprising women with business plan awards

In Ukraine, winners of the Women Business Plan Award were recognised at the official ceremony in Donetsk this March. The competition, which was initiated to encourage young women into business, was implemented by Youth Business Ukraine in partnership with SESP and with funding from the Embassy of Finland in Ukraine.

The competition included two awards: Services Provision Business Idea Award and Innovative Business Idea Award.

A tight and hotly contested competition meant the intrigue remained till the moment when winners were announced by YBU Board member Marina Cherenkova.

Three winners of the Services Provision Business Idea Award received 1,000 euros each and two winners of the Innovative Business Idea Award received 2,500 euros each for the implementation of their ideas.

Above: Winners of the Women Business Plan Award pose with their certificates

Below: The awards aim to encourage young women into business by recognising the many success stories within Ukraine



Selection Panel preparing to assess YBI Entrepreneur of the Year entries

The Selection Panel for the YBI Entrepreneur of the Year will meet on 9 June to assess the entries for this year's competition.

The Selection Panel comprises:

Jenny Sheils, Finance Director, ORBIS (Selection Panel chair)

Pam Williams-Jones, most recently Marketing and Fundraising Director, The Fred Hollows Foundation

Pamela Gbesan, Middle Office, Operations/IT Manager, ICAP

Kashif Zafar, Managing Director and Head of European Rates Sales, Barclays Capital

The YBI Entrepreneur of the Year 2011 launched in February, and includes seven awards.

The competition is open to all entrepreneurs who have been supported by Youth Business International.

YBI Entrepreneur of the Year
Woman of the Year
Environmental Entrepreneur of the Year
Journey to Enterprise
Mentor of the Year
Ambassador of the Year
People's Choice

We are delighted that Barclays Capital will again sponsor the competition in 2011.



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