



International  
Labour  
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## Entrepreneurship Education – Know About Business in Jordan

Jordan is a demographically young country. The population under 15 years of age is equivalent to 55 per cent of the entire working age population – this compares with much lower figures of 31 per cent and 22 per cent in Lebanon and Italy, for example. There is scope to capitalize on this large future labour force and benefit with growth and development.

Unfortunately, youth employment is a challenge. In 2011, 29.9 per cent of young persons seeking work were unemployed: underemployment is also an issue. A generation without hope of a stable job is a burden for all societies and poor unemployment at the early stages of a young person's career can harm job prospects for life.

The absence of entrepreneurship education and a culture of self-employment are among the main factors contributing to youth unemployment. Indeed, only roughly 5 per cent of micro, small and medium enterprise owners are young.

### FACTS AND FIGURES

#### Partners:

Business Development Centre, Jordan; Ministry of Education; Ministry of Higher Education and Scientific Research represented by Al Balka'a Applied University.

#### Beneficiary Countries:

Jordan

#### Timeframe:

June 2011 – December 2015

#### Budget:

Pilot phases: USD 74,500  
Follow-up phase: USD 394,000

### THE RESPONSE

The ILO's Know About Business (KAB) training programme has contributed toward the creation of an enterprise culture in many countries and societies. It promotes awareness among young people of the opportunities and challenges of entrepreneurship and self-employment, and of their role in shaping their future and that of their country's economic and social development.

In 2006 the ILO started applying the KAB entrepreneurship education programme in vocational and technical education in the region. The success achieved in 7 Arab countries (Syria, Oman, Yemen, Occupied Palestinian Territories, Iraq, Saudi Arabia and Lebanon) led to establishing a collaboration with the Business Development Centre (BDC) in Jordan, to target unemployed school drop-outs enrolled at the National Company for Employment and Training (NCET).

The positive results of this collaboration attracted the interest of the Ministry of Education and of the Ministry of Higher Education and Scientific Research, who

approached the ILO and the BDC through the Al Balka'a Applied University to integrate the KAB programme into vocational secondary education and higher education.

The target of this project is to reach 4,500 young students over 2 academic years (2013-2014 and 2014-2015). The Ministry of Education and Higher Education will eventually evaluate the impact of the project and take the final decision on the integration of the KAB programme in the national curricula of secondary vocational education and community colleges. The ILO will prepare the nationalization plan jointly with BDC.

### Partnerships and Field Support Department (PARDEV)

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*"KAB helped me overcome my fear of failure and showed me that opening a business is within my reach"*

*Project beneficiary*

## RESULTS

### The project successfully:

- Developed new topics related to decent work and green enterprises that were added to the KAB package: gender and persons with disability concepts were mainstreamed in the package;
- Trained, assessed, and certified 13 NCET trainers as KAB National Facilitators who can now continue teaching KAB to students without ILO supervision;
- Delivered certificates of attendance to 549 students who completed the KAB course.

### The KAB programme had a significant and positive impact on the students both at the personal and business level:

- A pre-post questionnaire demonstrated that participating student's knowledge of business increased by 41.8 per cent. A concurrent increase of 8 per cent was seen in student's knowledge and perceptions on the difficulties and challenges that might be faced when establishing businesses;
- Focus groups showed a change in the way students thought about the future, confidence to overcome the fear of failure was increased, more understood that starting a venture was in their reach and an option open to them,

and students mentioned how KAB had taught them how to organize businesses and plan their activities to provide better and timely services for their clients;

- During a focus group with the current employers of former KAB students, the employers said they would encourage the implementation of KAB in all educational institutions in Jordan. These employers also requested to be informed when KAB is delivered again; they would like to send other employees to participate or to hire students who complete the course.

### The follow-up phase will:

- Pilot the KAB programme in up to 30 vocational high schools and up to 12 community colleges;
- Train 100 facilitators on the delivery of the KAB programme;
- Reach 4,500 students both from vocational secondary education and community colleges;
- Promote the integration of the KAB programme under the Ministry of Education and Ministry of Higher Education and Scientific Research represented by Al Balka'a Applied University in all vocational secondary schools and community colleges in Jordan.

## BENEFITS OF PARTNERING

Partnering with the ILO provides access to international expertise, best practices and the latest entrepreneurship promotion tools while ensuring commitment to Decent Work and building national capacities for sustainable impact. The ILO can contribute to addressing youth unemployment in a manner that goes beyond simply training individual youths; it has the capacity and leverage to improve overall education and training systems in a country.

The BDC is a non-profit organization that aims to contribute to overall economic development through helping enterprises reach their full potential, create more jobs with higher incomes, and prepare them to compete successfully in regional and international markets. Partnering with the ILO supports the BDC to reach this goal.

The Government of Jordan is supported in meeting goals laid down in their National Agenda, and National Employment Strategy, which include employment support and vocational training.



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